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Electrical Merchandising

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"These are good Appliances— They have this C-H SWITCH *on the Cords"*



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Besides getting appliances from the manufacturers with C-H Seventy Fifty Switches attached, dealers are attaching them to appliances not so equipped and to cords of thousands of appliances already in use.

Made by The Cutler-Hammer Mfg. Co., Milwaukee

Published monthly. Entered as second-class matter July 21, 1916, at the Post Office at New York, under the Act of March 3, 1879.



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Lamps for every purpose

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EDISON MAZDA

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

F. M. FEIKER
Editorial Director

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

O. H. CALDWELL
Editor

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ON THE WIRE WITH THE EDITORS



Three Years of "Merchandising"

THREE YEARS ago this month, the first number of ELECTRICAL MERCHANDISING embodying its present policies and purpose, was issued.

Looking back for a moment on the thirty-six numbers that have gone before, there is unrolled a panorama of events in the electrical trade, a swirl of circumstance, such as seldom falls to the lot of a three-year-old magazine to help inspire, to record, and to be an intimate part of.

First, MERCHANDISING'S own initial bow amid the friendly greetings of those who had been looking for a magazine voicing the commercial activity of the industry and leading the way to sound retail merchandising development; then, a year later, the advent in the East of the Goodwin Plan, propounded by a vigorous, unselfish personality that has vitalized the principles of good merchandising and started men thinking in a new way; next, the reorganization of the national contractors' association into a body of contractor-dealers and retailers; then, the grim days of 1918 when the war became a deadly reality, our trade was de-manned to make soldiers for the national army, production was held up, and the electrical business, by order of the government, was put on the severest war basis; and then, finally, with the armistice, the ushering in of the present happy period of unprecedented demand for electrical wares, when sales records are being broken day after day and month after month, and bigger things yet seem ahead.

YET throughout all this ebb and flow, ELECTRICAL MECHANDISING has stood for principles and a purpose. Early in its existence, those principles were set down in these pages in the following words:

"Electrical Merchandising" believes that

(1) goods must be sold and business done at a profit;

(2) business comes to the man who goes after it;

(3) the central station must compete with other retailers at a profit;

(4) the contractor-dealer must get after business if he expects to get what he deserves;

(5) the discounts in the chain from manufacturer to jobber to dealer must be adjusted so that every man who has a function gets paid for it.

ELECTRICAL MERCHANDISING is living for the industry, not on it. To-day, the merchandising opportunity has come to electrical men in proportions undreamt of and on a scale beyond our wildest expectations. But we still have a task, a vital purpose—to arouse the electrical industry to the final development of a well-organized retail business that will grasp this merchandising opportunity for electrical men—who alone, we believe, can best serve the public with things electrical.

Will You Travel With Us?

NEXT month the editors of ELECTRICAL MERCHANDISING will take the home readers into foreign lands and bring the foreign readers into the home land. For the August issue will be a foreign or export number.

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"DO IT ELECTRICALLY"

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Of This Number 12,000 Copies Are Issued



The lighting company can lead the way to business prosperity for all by advertising the labor-saving and quality ideas.

"Quality Elec t

How Local Newspaper Advertising Will Put Over the Co-operative Idea

IN EVERY COMMUNITY the selling problems of the electrical business are those that center about educating the public (1) to the use of electrical appliances and the many practical and artistic applications of electricity, and (2) to the advantages of Quality Electrical Work as opposed to electric wiring on a price basis.

At the same time, within the trade itself in each community, there is the threefold problem of (1) getting the contractors to work together so that they will make money—not cut prices; do quality work—not cheap work; (2) getting the lighting company and the contractors and dealers to work together in a practical, constructive and permanent manner; and (3) getting the non-electrical retail outlets to maintain prices and sell good material.

Let us see what the lighting company can do toward educating the public. It can advertise constantly the general uses of electricity; it can promote in its advertising the idea of quality electrical work, and if it sells appliances, it can advertise its appliance department. It can promote local co-operation by joining in with the local contractor-dealers, especially in their association work, at the same time acting as judge and arbitrator in handling disputes among members. But, most of all, it can by its own energies keep the association permanently active.

The contractor-dealers on their part can invite the lighting company and non-electrical dealers to associate membership in a local association which promotes the idea of Quality Electrical Work. And each individual member can advertise his own business, telling about the lines of appliances he handles, and setting forth his own ability to do Quality Electrical Work.



Contractors and dealers can co-operate with the lighting company, while each retailer advertises his own line of merchandise.

trical Work"

A Definite Plan Suggested by Actual Experience in Cleveland and Other Cities

IN SHORT, the big idea is that since there is a local job to be done by everybody electrical in town, let us give everybody a share in the task, a share which will mean money for him if he does it. And then put a wide-awake outsider at work—the local newspaper advertising man—to see that everybody does his individual job, compensating this outsider by way of his own profit in proportion to how fast the work is done.

The newspapers will co-operate, for in this electrical advertising opportunity the live newspaper publisher sees a new opening duplicating the local automobile business for profitableness. He will see that the problem is to sell the public the idea of "Quality Electrical Work"—he will see that the idea of the use of appliances must be taught the public before the goods can be sold. He will see in the lighting company a prospect for broad advertising of the labor-saving and quality ideas; in the dealers potential advertisers of the lines they carry; in the contractors potential advertisers of Quality Electrical Work. Newspaper editors, sensing the popular interest now kindling, will print "stories" of how appliances saved money, time and labor, perhaps even expanding this service until we shall have an "Electrical Page" in hundreds of cities, like that page which for years has run in Cleveland, as recounted on another page of this issue.

The spirit of co-operation comes as a by-product when an individual is in action. Get the individual started along a definite line and he will automatically co-operate with any person or idea which moves in the same direction.

Newspaper advertising will keep them all moving—and moving together.

What the Industry Says of *Electrical Merchan*

The Customer Will Enjoy His Electrical Installation Long After Its Cost Is Forgotten

ARTHUR WILLIAMS
General Commercial Manager, New York Edison Company

For some time past, it has been our experience that users of electrical appliances have been deprived of part of their service through lack of facilities for their constant use. Very often there is a complement of such labor-savers in a home where the only sockets are those of the original lighting system. Not only are such outlets located inconveniently for electrical appliances, but often there are not enough of them.

I have in mind a dining room in which the only outlets are the sockets in a semi-indirect fixture. To use a toaster meant that a lamp had to be removed and the toaster cord carried over the edge of the glass. This daily inconvenience reached its climax when the globe fell during one of the operations of changing the plug.

Adequate wiring, such as this campaign seeks to accomplish, is desirable not only from the viewpoint of those who are selling electrical service, but also from that of the man who pays for it and uses it.

Paraphrasing an older saying, "The customer will enjoy his electrical installation long after its cost is forgotten."

Co-operate With N. E. L. A. to Advertise Outlets

JOHN G. LEARNED
Chairman, Commercial Section, N. E. L. A. Public Service Company of Northern Illinois, Chicago

The success of the industry depends largely upon the ability of all factors to render the maximum service. The contractor's function is to give his customer the most complete unit of electrical equipment tha it is possible for him to obtain. Price is not the governing factor. As a result of the change in the standard of living, the public at large is willing to pay a higher price for better service.

Each home should be considered as a unit, and should include all of the lighting and appliance outlets that go to make up the modern equipment, with special emphasis on the baseboard and wainscoting receptacles. Especially should such receptacles be installed in the bath room, for the load factor is undoubtedly higher in this room than in any other, and it is th proper place for such appliances as the electric radiator, hair dryer, vibrator, curling iron, fan, etc.

In enlisting the co-operation of all interests in this campaign for Quality Electrical Work, I think it is proper that ELECTRICAL MERCHANDISING join forces with the Comercial Section of the N. E. L. A. in its endeavor to get the manufacturers of appliances, contractors, jobbers, centr stations and other interests to illustrate in all of their advertising of appliances, etc., wainscoting and baseboard receptacles for the proper uses of such appliances.

Why Not Lectures On "Quality Electrical Work" Before Graduating Classes of Architects?

HOWARD R. SARGENT
Managing Engineer Wiring Supplies Department, General Electric Company, Schenectady, N. Y.

We can comprehend that a contractor is frequently up against keen competition and must bid on fixed specifications, but we cannot understand why the average architect and electrical engineer who are responsible for the specifications do not thoroughly inform themselves as to the thousand-and-one conveniences in switching outlets, baseboard receptacles, etc., and drill this information into their clients for whom they are acting in a professional capacity.

We have heard of a contractor who even refused to bid on specifications calling for shoddy work, and the prospective builder, after ascertaining why the reliable contractor had refused to bid, insisted that that contractor do the work. This, of course, is a rare case, but in my belief the contractor who stands up for good workmanship and complete installation can afford to take such a position of "'Quality Electrical Work' or none."

The best way to insure that future generations shall derive all of the benefits to be obtained from the use of electricity, is to have competent representatives from the contractors, contracting engineers and manufacturers arrange a printed lecture and have this delivered before graduating classes of electrical engineers and of architects, as well as before engineering societies and architectural societies. I believe that this would have greater influence in bringing about the desired result than any other step which could be taken.

"Quality Electrical Work" Is Contractor's Best Advertisement

F. W. LORD
President, Lord Electric Company, New York City

No argument should be required to prove that it pays to do good work. It is just as axiomatic as that "Honesty is the best policy." Any contractor who has had any experience will realize that the only sure advertising that pays, is to do good work. A piece of work is the most eloquent expression of what that concern does and how it does it.

I can give one illustration which made such a great impression on me at the time, that I have never forgotten it.

A certain Boston firm had been doing work for one of the wealthiest residents there, but the work had been badly done, and we were called in to make it good. The amount of work involved was small, but our man did it quickly and well. He was courteous, and was careful not to unnecessarily disturb the persons in the house.

Solely on acount of the good impression left in the mind of the owner, we were called, the following summer, to this man's country place, where at day rates we put in a gasoline-driven generator, storage battery, underground wiring to various buildings, wired the house, stables, greenhouses, etc. The work amounted to nearly $30,000 —and the bill was paid the day after it was sent in.

Needless to say, no money was lost on this transaction, and it illustrates very clearly that it pays to do good work.

Average Customer Wants—And Is Willing To Pay For—A Complete Electrical Service

F. D. PEMBLETON
Public Service Electric Company, Newark, N. J.

The average customer would prefer to have, and to pay for, a complete electric service if it were offered, but too often the contractor or dealer fails to realize the customer's lack of information regarding electric service, or has not the courage to present a complete proposition.

Just at present, conditions are particularly favorable for high quality work. The high prices that have prevailed for the past two years, the rapidly increasing demand for electrical service, the changing attitude of housekeepers toward the routine of household work, and the scarcity of domestic help, combine to produce a condition that is unusually favorable for maintaining high standards of quality in all branches of electrical work.

If the proposed plan of hiring household assistants on an eight-hour-day basis is universally adopted, it will greatly promote the sale of electrical appliances, as it will be practically impossibe for an assistant to do all of the work in the old way in the limited length of time.

Under these conditions, electrical appliances will seem to be even more of a necessity to housekeepers, and this attitude will also favor a high standard of quality in electrical service and sales.

Make Adequate Provision, In Both Copper and Outlets, For Future Needs

F. M. BERNARDIN
The B-R Electric Company, Kansas City, Mo.

I am very glad to learn of ELECTRICAL MERCHANDISING'S intention to launch a campaign for "Quality Electrical Work."

My observation is that at least 75 per cent of the specifications for the electrical wiring of buildings emanating from architects' offices are inadequate for present-day needs, to say nothing of probable future requirements.

Quality, and adequate provision in both copper cross-section and number of outlets, is the proper basis on which to consider the wiring of the home. Not only is it necessary to educate architects and home owners concerning the advantages in this respect, but the contractor-dealers themselves must be made to realize the importance of oversized wiring, ample outlets, etc., as a means of increasing the demand for electrical household appliances, thereby putting additional dollars in their own pockets.

"Quality! Show The Public. Make Your Customers Know!"

L. L. BRASTOW
Sales Manager, Trumbull Electric Manufacturing Company, Plainville, Conn.

We are interested in MERCHANDISING'S campaign for "Quality Electrical Work," for we thoroughly believe that experience has already proved that a wiring job is never a really good wiring job unless the quality of material used is in line with the skill displayed in the wiring layout.

Mighty few people, no matter how poor they are, would buy a shoddy suit if they really knew how little wear they could get from it, and that in most instances it really costs more. And mighty few house-owners would stand for a poor wiring job with poor material if they knew the trouble they ultimately would have with it, and that they were not, after all, saving money, but were compounding for themselves all kinds of trouble.

The trouble with cheap wiring is with the mental attitude of a cheap contractor who will not point out frankly to his customer the real demerits of a cheap job, but will go for a low price so he can cut in under somebody else; or else has originally planned a good wiring job but skimped to cover a quotation that is too low.

The quotations from a jobber's remarks in your June issue are directly to the point.

The whole hitch is in the two expressions, "Show the public" and "Make your customers know." Here is a big job for the rejuvenated contractor-dealer, and might well be a slogan for that branch of the industry.

Let it read something like this: "Quality! Show the public. Make your customers know!"

If this be consistently attempted and persistently followed out, the end will be accomplished and electrical standards not only raised to a higher level, but maintained there.

The Fourteen Points of

1. Thoughtful lay-out of the job, explaining to the customer what he or she should have.
2. Quality material—remembering that quality is usually indicated by price.
3. Conscientious workmanship, preferably on time-and-material basis—where the customer pays only for what he gets.
4. Oversize wiring.
5. Plenty of outlets for portable lamps.
6. Plenty of outlets for appliances.
7. One standardized form of outlet throughout the house, so that all plugs and cords will be interchangeable.

Quality Contractors Are The Jobbers' Best Credit Risks

A. J. COLE
The McGraw Company, Omaha, Neb.

I have always been very firmly imbued with the idea that "quality work" was the only kind of work that really counted. I have preached it to our contractor friends year in and year out.

It is a well-known fact in the jobbing business, that the contractors who make a policy of doing "Quality Electrical Work" are the best credit risks—which naturally leaves the inference that they must be making the most money. Directly contrary to that, the contractors who are doing cheap work are poor credit risks, and sooner or later subject their source of supply to loss of their account.

dising's Campaign for "Quality Electrical Work"

Manufacturers, Jobbers, Architects, Underwriters—All Need Educating on "Quality Electrical Work"

W. R. HERSTEIN

Electric Supply Company, Memphis, Tenn.

We are glad to note ELECTRICAL MERCHANDISING'S decision to start a campaign for better electrical work.

It is unfortunate that the stamp of the Underwriters' laboratories tends to reduce all electrical wiring to a common level and discourages manufacturers from aiming at individual excellence. It also discourages jobbers from tying up with high-class manufacturers, and discourages contractors from using better grades of material when they feel that their competitors are quoting on the cheapest obtainable material bearing the underwriters' tag.

Since this, however, is a condition that confronts the trade, perhaps the best thing to do is to induce manufacturers of superior lines, to liberally advertise their products and the superior points thereof, and to gradually educate architects and contractors to the point where they will realize that there is a difference between different lines of goods, notwithstanding the stamp of the Underwriters' laboratories.

"Quality Electrical Work"

8. A separate circuit for heating and motor appliances.
9. Two-way switches and remote-control switches where indicated by customer's convenience.
10. Regard for principles of good taste and good lighting in locating all permanent fixtures.
11. Consideration of customer's convenience in locating all switches, outlets, etc.
12. Meter board located so that meter can be read without entering house.
13. Provision for future extensions to wiring.
14. A fair price to permit good work.

I have always felt it a most deplorable fact that on account of the general public's ignorance of electrical matters, the builder of a home frequently has it wired with the cheapest obtainable material; whereas, for possibly $5 more, he could get the best on the market. It is also true, that many contractors, in order to secure a job, will show the prospective builder many short-cuts and eliminations which will cheapen the work; whereas, by putting in a few dollars more in the way of convenient outlets, larger size wire, etc., the customer would receive thousands of dollars worth of increased convenience.

It seems to me that a campaign for better electrical work should be directed to everybody in the business, manufacturers, jobbers, architects and the Underwriters' laboratories—for we all need education along this line.

"Dependable Material Installed By Good Workmen in a Way to Insure Maximum Results"

L. T. MILNOR

Milnor Electric Company, Cincinnati, Ohio

Competition solely on a price basis is always unsatisfactory and often ruinous. Competition based upon service, and particularly quality service, leaves the consumer satisfied and the trade with a reasonable profit.

A discriminating public, rapidly increasing in numbers, will more and more unquestioningly pay for a service which starts with the selection of dependable material installed by good workmen in a way which will mean maximum results.

The campaign ELECTRICAL MERCHANDISING is starting, will affect beneficially all concerned, from manufacturer, jobber, central station, dealer and contractor, to consumer. We are heartily with ELECTRICAL MERCHANDISING in its campaign for "Quality Electrical Work."

Needed—More Electrical Men of Talent and Imagination

CHARLES RUSSELL

Esco Electric Supply Company, Albany, N. Y.

The idea of educating the people to know what they are getting for their dollars is not a new one, but it's even sounder than it is old. Not tons of coal, but heat units; not electric lamps and current, but illumination; not hours of "work," but service; and so forth.

Applied to the electrical industry, the Society for Electrical Development was organized to develop it, Goodwin has preached it, the National Association of Electrical Contractors and Dealers is proposing a $100,000 educational campaign. And in the meantime, the public is slowly grasping the idea.

What is needed most, I think, is more men of imagination and talent in the electrical industry itself. While "poets are born, not made," service merchants have to be educated and trained. There is no "royal road," and the training ought to begin in the schools. For us, whose school days are past, there is nothing to do but take some time from our selling efforts to learn more about what we are selling.

Contractor Who Explains Details To Customer Will Reap Profit

C. J. LITSCHER

C. J. Litscher Electric Company, Grand Rapids, Mich.

Too little attention has been paid to educating the customer to the advantages and conveniences of the electrical things which can be put in at the time a house is wired, at very little additional cost.

People are willing to pay for quality work in this day and age. If the contractor will sit down and plan for the prospective customer a complete installation, he will find his customer in a receptive mood, and very often the contractor can increase the profit on the job from 20 to 50 per cent by spending a little time to educate the customer. Such things as three-point switches on the outside porch light are conveniences which any customer will appreciate being told about, and the contractor who goes into details is the man who is going to be successful and reap the profits which are due him.

"Every Home Should Be Wired, and Wired Right"

W. E. CLEMENT

New Orleans Railway & Light Company

"Quality Electrical Work" has been a hobby with me for some years, and we have been expounding the doctrine of quality construction at every oportunity. In no other way can the many modern labor-saving electric appliances be conveniently used in the home.

Everyone engaged in the electrical industry, from the manufacturer to the dealer, will benefit by the elimination of everything but "Quality Electrical Work," but by far the greatest beneficiary will be the home.

The home should be not only wired, but *wired right*. Every room should have at least one "convenience outlet" in addition to lighting outlets, and the circuits should be of ample size so that there need be no worry about blowing fuses when a "labor saver" is used.

"Show the People That Best Is Cheapest in the Long Run"

FRED B. ADAM

Frank Adam Electric Company, St. Louis, Mo.

I believe one of the best advertising campaigns that the electrical industry could do would be to advertise to the public direct, to the prospective owners of new buildings and to those about to remodel old buildings, and put it up to them that, in electrical wiring as in any other kind of business, "the best is the cheapest in the long run." Show them that they should go to the "Quality" electrical contractor for the same reasons that they go to a first-class jewelry house or a first-class merchant tailor—so that they need not worry whether the "goods" are up to the mark or not.

Both Sellers and Buyers Should Insist on "Quality First"

FREDERICK BISSELL

F. Bissell Company, Toledo, Ohio

Quality pays dividends, and the lack of it breeds assessments. This is even truer in electrical work than in most other things. Permanence of installation and low repair bills are worth any legitimate initial cost.

Perhaps the greatest of economies from quality work comes in designing an installation for the convenience of the users—which means outlets sufficient in number and at the right points, with proper switches for heating appliances, sewing motors, lighting fixtures, fans, vacuum cleaners, electric ranges and other economizers now in reach of the average home. We mention *homes* because they exceed numerically, though they usually receive the least attention—and because their necessities are the greatest, now that servants are more difficult to obtain. The reasons are equally sound for all who use electricity.

"Quality Electrical Work" a Timely Movement

A. M. LITTLE

Mohawk Electrical Supply Company, Syracuse, N. Y.

If electrical contractors would place more importance on quality work, quality material, and on complete installations to begin with, rather than partial ones, every class of the electrical industry, besides the consumer, would be benefited. Contractors too often take the initiative in cheapening the material and the work, in making their installations incomplete, and eventually rendering them unsatisfactory to the consumer and interfering with the more extensive use of electrical appliances.

This is undoubtedly the opinion of all who have given any thought to this subject, including contractor-dealers themselves.

Educate Architects—Standardize Plugs

W. L. GOODWIN

General Electric Company, Schenectady, N. Y.

We must educate the architect in the electrical conveniences and necessities which their clients—the public—will demand after the new house is completed. No architect would think of designing a modern home and omitting space or connections for the bathtub or the kitchen stove. Our responsibility as electrical men is to show the architects and the public that no house is modern in this day when servants are unobtainable at almost any price, without an electric washing machine, vacuum cleaner, refrigerating machine, or electric range. It is the architect's duty not only to specify outlets to operate these labor-saving appliances, but to provide space for each appliance, and to design doorways that will admit them into the house.

We need to agree also on some standardized form of plug and baseboard outlet, as well as on some uniform type of plug on the appliance end of the cord. It is absurd that the average housewife has to purchase a separate and different plug and cork to use on each appliance, as it is to have installed in the house half a dozen different forms of baseboard outlets, none of which are interchangeable.

"Cheap, Inferior Work Is Always Most Expensive"

GEORGE LORING

R. I. Electric Company, St. Louis, Mo.

"Give and ye shall receive." To this might be added "And the more ye give, the more shall ye receive."

The less the manufacturer, jobber, central station or contractor-dealer gives in service and quality of material, the less any one of them receives. The less the public pays for things electrical, the less it obtains.

When price takes precedence over all else in a commercial transaction, both the buyer and seller are doing business inefficiently and unprofitably. The consumer receives less comparative intrinsic value when securing low-priced inferior quality material, than when buying higher-quality, higher-priced material.

Let everybody in the electrical industry everlastingly preach quality as it pertains to style, appearance, convenience, comfort, durability, cost of operation and savings in operation and time.

The public must be educated.



Filtering through the small-paned show window, soft, subdued lights reveal the delicate tints of rose, gray, silver, yellow and ivory that characterize the portable lamp shades, furnishings and decorations within. As far as this particular store is concerned, this atmosphere of artistic refinement is a principal asset. And had it occurred to you that beauty has a cash-making value in any store?

Selling to the "Ultra" Trade

An Electric Shop de Luxe Designed and Fashioned to Sell Exclusively to the Rich Folks Along Fifth Avenue, New York, Sells at List Prices and Is Developing a Profitable Business

By W. E. BAYARD

THERE *is* something new under the sun—an electric shop designed and fashioned to sell exclusively to the rich—the "ultra" trade that has not been supposed to care much about electrical appliances. It is still an experiment, perhaps, but it has been successful so far, through some six months of selling activity, and it is interesting as evidence of value to all other merchants with electric stores and those who may be planning new stores.

It was about a year ago that John F. Walsh, president of the Walsh Electrical Supply Company, a wholesale supply house in New York City, decided to go ahead with his idea of an electric shop on Fifth Avenue. He had been thinking of it for some time. He believed that with the servant situation as it is, New York's wealthy were ready to be interested in the utility of electrical appliances. He was convinced that there was a place for such a store on Fifth Avenue. So he went ahead.

LOCATION THE BIG PROBLEM

There were a number of unusual problems to be worked out in planning this store. In the first place, what kind of a store should it be, and where? To reach this class of "ultra" patrons, the matter of location is vital. Many wealthy women of New York who seldom shop at the department stores do a large part of buying at the small shops that have gradually filled Fifth Avenue and the side streets "round the corner." To meet this trend, there are literally miles of these small modistes, milliners, jewelers, bootmakers, corsetiers, furriers, hair dressers, and an endless variety of antique shops, decorators, furniture, rug and drapery shops, and specialty shops, dealing in everything imaginable. These shops are run for the limousine trade. They sell 60 per cent service and 40 per cent goods. They are artistically designed, decorated and developed to build up individuality, personality and interesting reputation.

It was in this class of exclusive little shops that Mr. Walsh's plan fitted and belonged. So he searched the district for a location, and finally found a building at 3 East Forty-seventh Street that suited the enterprise exactly. This building was just being refinished and redecorated. An artistic front was being installed to suit the idea of an interior decorator whose studio was to occupy the second floor. So Walsh snapped it up, and had a swagger small-paned show window put in, and other furnishings which I will describe further on.

The name of this electric shop is in the manner of the district, just—"Walsh—Electrical Conveniences and

Refinements." The neighborhood is ideal—four doors from Fifth Avenue —opposite the most exclusive rug house— half a block from the Ritz-Carlton— just a few blocks from the Grand Central Terminal, the Biltmore, Gotham, St. Regis, Manhattan, Belmont and Commodore Hotels. The street in front is alive with automobiles most of the time. It is full of the tide of just the traffic that brings the trade wanted.

THE ATMOSPHERE OF THE STORE

The store itself is unusual—in a most appealing way. Walk in the front door—and, as the pictures show, you are in a sort of a reception room, defined by two side partitions, jutting out a bit into the room. The walls are of soft, light gray, the hangings canary yellow, the rug in the front room a gray and black checker board. The chairs and table in the front room are gray, in the room behind canary yellow. The effect is striking and pleasing.

In the room behind are the gray wall cases with glass shelves, in which the table devices are displayed. At the left, in a sort of alcove, is a space for the big appliances, which are connected ready for demonstration; two ranges, a fireless cooker, a clothes washer, an ironing machine, a dishwasher and two vacuum cleaners. There are two chairs placed for the "guests" who are to witness the demonstration.

In the rear, down some steps, is the office, and below, a repair shop and big storage space. Such is the shop of "Walsh—Electrical Conveniences and Refinements"—It is something new in electrical merchandising.



Step inside the front door and you will find yourself in a sort of cozy little reception room. The walls are a soft, light gray, the hangings canary yellow, and the rug a gray and black checkerboard.

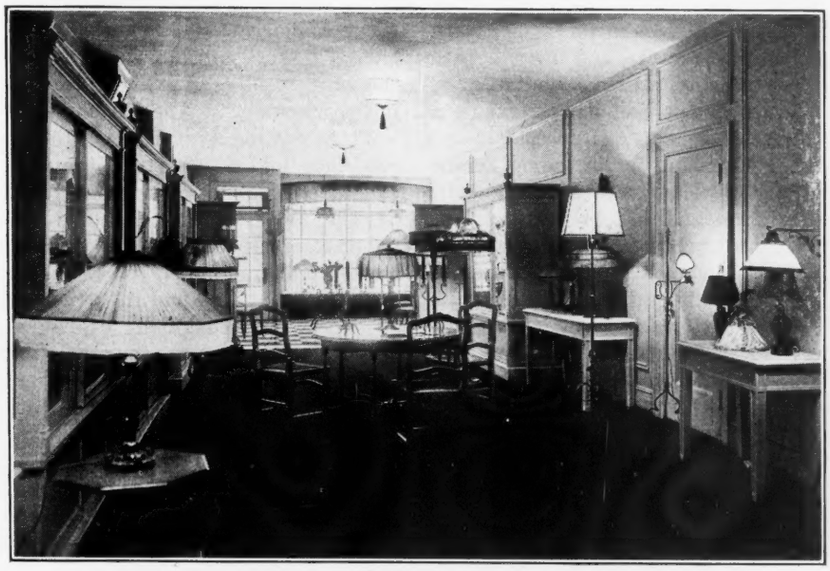
HOW THE "ULTRA" TRADE DRIFTS IN

Well, the experiment is working out, and here is what happens. It is afternoon, we'll say. The soft-toned buzzer in the rear announces a visitor. Mr. Morrelli, the manager, with just the right manner and the personality, comes forward. Mrs. Van der Fellar had been strolling by with her favorite chow dog, noticed the window and came in to look around. Morrelli pointed out some of the interesting cooking devices. Mrs. Van der Fellar wondered if she could get an electric chafing dish, with this kind of do-funny on it and in just such a style. Of course, she could. She left her order and followed the chow out.

This was a typical case. Many such calls from New York society folk have resulted in similar special orders. They stroll in. They look around. They get to thinking. Some day they return and buy an electric range for their summer places in Newport or Greenwich or Southampton.

Guests at the big hotels stop in and buy a grill or percolator to be sent home to Peoria or some other city where they could have bought the same thing for the same price any day for the last four years. But in this shop "just off Fifth Avenue," somehow, it has more distinction than it did in Keokuk.

Most of the trade is to these casuals. The majority drift in as a result of the appeal of the window or the suggestion of the Walsh advertising. They just step in "to take a look," and then they buy. In other cases, of course, visitors come with some definite objective. A card in the Fifth Avenue bus has caught their fancy, or a card through the mail has described something that was already wanted. The mistress rolls to up the door in a hand-painted Rolls-Nice and buys an appliance—or else she sends her maid. And the maid looks around and sees a fan and says to herself—"We ought to have one in the servants' dining room." A

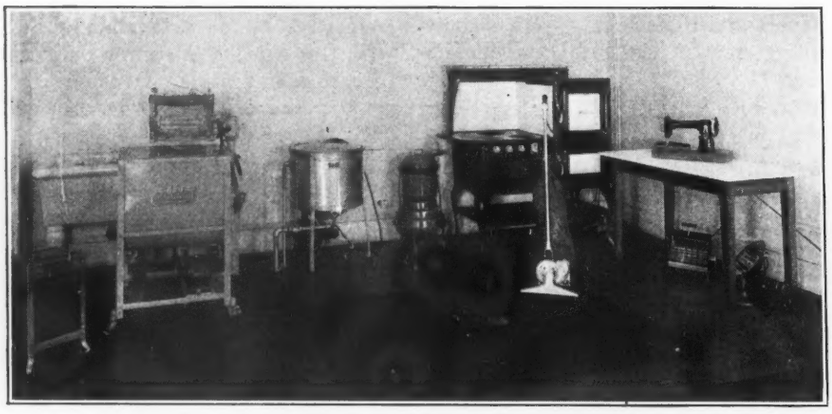


If you walk to the rear of the shop and turn around—this is what you see. Tables, chairs and wall cabinets were all chosen with a definite purpose to make the shop as dainty and satisfying as a well-designed living room on Fifth Avenue.

little later she comes back and orders it. Madam has consented.

Now, here is an interesting thing about the things they sell in Walsh's. The ultra rich are not supposed to care about electric household labor savers, having plenty of servants and money to hire more. But Walsh sells about five ranges every week—or has through this spring. The store only opened in January. The largest volume of sales is, of course, in the table appliances. Ranges come next, among the appliances, apparently because the cook complains to the housekeeper about the heat and the housekeeper finally puts it up to the mistress, and between them they decide that it's the thing to do.

A fair number of sweepers are sold, but not many clothes washers or ironing machines. There are plenty of parlor maids, I guess, and the washwoman is on the job enough



At the left in the rear, is an alcove in which the larger electrical appliances are displayed. All are connected for quick demonstration. Women who witness demonstrations in this shop are "guests," and not just "prospects."

days to get through. This will come later, probably. The large appliances are interesting to these people, but only theoretically. They are more apt to buy an ice-cream freezer with an ice-crushing attachment than a laundry device.

But they are showing real interest —these wealthy women—in this welfare equipment, this modern machinery for the household workshop, and they will buy more and more as the idea sinks in. Most of Walsh's sales are to women—the mistress or the maid. Not more than one in five of the customers who call is a man.

Interior Decorating Service

Another thing they have here in this novel shop is an interior decorator on the staff. In comes a woman who shows interest in a silk lamp shade or some parchment design, or in some standing lamp. Perhaps she wants a shade to match some painting by a man named Smith. The salesman says—"Wouldn't it be well for our interior decorator to call and advise you as to just what shades you need? We can design shades or lamps to harmonize and express just the spirit that you wish." This is a good idea. They say—"Why, yes. Suppose you do."

So a clever decorator, who handles this end of it, goes and gets the order. In this way the lamp and lamp shade sales are large, and in volume second only to the sales of table appliances.

The Advertising Problem

Walsh's advertising problem was a difficult one also. It is hard to reach the "ultra" trade. Mr. Walsh has adopted as his media, car cards in the Fifth Avenue buses; handsome cards that picture and describe definite appliances; ads in selected newspapers, run at frequent intervals at favorable seasons; and occasionally a letter of invitation to some demonstration. The list to which he mails the cards and letters was obtained from an agency.

These demonstrations are interesting, too. They have been mainly electric cooking lectures. At first a regular demonstrator from the manufacturer was engaged, but she overplayed her hand. She talked up to the audience and got too technical, and as the guests went away they were heard to say—"My, you could never make a servant understand that."

So they cut out the woman demonstrator, and the salesman does the trick himself, explains, cooks real food and serves it for a taste. The visitor thinks—"Well, if a man can do it, I guess the cook can also." There have usually been about ten people at these demonstrations, and many sales have been made.

These visitors have come largely in response to letters of invitation, and often as a result of personal invitations to casual callers at the shop. Some are housekeepers, some the mistresses. Demonstrations of washers and sweepers have not been staged at definite times, but materials are always ready. The clothes washer stands beside a stationary porcelain washtub ready to use.

The Service Policy

Considerable selling work is done outside, also. Interested prospects are followed up by a personal call, and many sales are made this way. An appliance will be sent to the house for demonstration if it is preferred. In fact, they realize at Walsh's that they are selling service more than goods, and they will do anything at all to be accommodating. They will get or make up anything electrical, and of course, their patrons are ready to pay for it.

While I sat and tolked to Mr. Morelli, a young woman came in. She wanted to see a grill. There it was in the case. She bought it and paid her money. She wanted it delivered in Brooklyn and when would it arrive?

Morelli said, "We will send it out by parcel post to-night. It will probably be delivered tomorrow."

"Oh!" exclaimed the girl. "It is a wedding present and it must be there to-morrow or it's too late."

"All right," said Morelli, "if that's the case, we'll send it by messenger in the morning." And out she went.

They deliver everything. In one case they sold a range, and the manufacturer was slow in getting it out of the local storehouse. The customer complained. Mr. Walsh took a motor truck, jumped down there, grabbed it out, and had it on the spot *at once*. The customer, of course, thought this was most courteous and accommodating. Next week she may come back for a special pale pink percolator. Who knows?

In the matter of price, the policy is not what you might reasonably expect. They don't commit grand larceny in Walsh's store. They sell at list, as an electric shop should, and the business is developing most satisfactorily.



Part of the ninety employees of the A. L. Swanson Comp any, Evansville, Ind., whose work for the company is governed by operating committees elected from among their own number.

How a Contractor Handles Labor

The Answer Is He Is Trying an Experiment in Letting Labor Handle Itself, Which Thus Far Seems to Be Giving Marked Success

By L. C. SPAKE

ONE day the ninety employees of the A. L. Swanson Company of Evansville, Ind., were called together for a conference with Mr. Swanson. The meeting, exclusive of department heads, consisted of men and women in the four departments of the business namely, electrical repairs and rebuilding, electrical construction, electrical supplies and lighting fixtures. To them Mr. Swanson outlined a plan for what he termed democratic control of the business. He stated that he only wanted to suggest the basis of the plan and that the employees could accept it or not as they saw fit.

In this confidential, heart-to-heart talk Mr. Swanson dwelt upon the ties that bind every member of the organization. He explained how the advertising and sales departments could not make good on their representations unless every man among them did his work well. Likewise, he pointed out how the financial returns depended upon the spirit of loyalty and the desire to render service.

It was then proposed and unanimously adopted that the men themselves become a governing unit with virtual control over employment and discharge of workers and over actual working conditions. Various committees were formed under the title, "Operating Committees" of the A. L. Swanson Company. Membership in these various committees was to be determined through election by the group voting as a whole.

Each committee agreed to meet once a week and to turn in a written report on the business transacted. Once a month all the committees meet in general session and compare notes on what has been accomplished.

THE COMMITTEE PLAN

A glance at the various duties of the different committees will indicate the forward strides which this plant has taken.

A "Social Committee" was first formed to look after the matter of entertainments—picnics, dances, parties and the like, including half holidays and any time off from work. This committee was especially intrusted with the duty of bringing about a better spirit of acquaintance and fellowship among the families of the workers.

CONSTRUCTIVE CRITICISM WELCOMED

A "Co-workers Letter Committee" was next created to write letters suggesting any needed improvements in methods of work or management. These letters are now regularly inclosed in the pay envelopes each week and are eagerly looked for from time to time. Any employee is privileged to express his sentiments as freely as he likes, provided his criticisms are offered in spirit of helpfulness.

Mr. Swanson observes incidently that some of these letters have opened his eyes to a side of his business he had never realized so keenly before. Suggestions of great value have been made, and many of them have been incorporated into the general policy.

An "Employment and Discharge Committee" has as its business the



A "new-business committee" of the employees studies ways for wider publicity and for increasing the company's sales. The men are kept fully informed on all promotion policies, advertising, mail-order business, soliciting, etc. Each man is made to feel that he is a salesman as well as a producer.

investigation of applicants for jobs and also candidates for dismissal. This committee is always consulted before a new man is taken on, or an old one is discharged. Only such candidates are recommended for employment as will fit into the personnel agreeably to all concerned. Applicants must pass a moral and personal scrutiny as well as a proficiency test through an examination of previous records. The council is very proud of its *esprit de corps*, and due precautions are taken against lowering the tone of the institution.

This committee is a modified arbitration board before which all disputes or disagreements are brought for adjustment. Every employee is thus assured a square deal.

Union Trouble Alleviated

A unique feature of the plan is the "Committee on Union Members." This committee is a kind of buffer between the unions and the Swanson company. The members are pledged to see to it that the Swanson company carries out its agreements with the local unions. And at the same time through their loyalty to the firm that employs them, these members are just as eager to safeguard the interests of their company against union infringements.

The work of this committee may develop a simple solution of one very perplexing problem in industrial life. The unions may become more reasonable in their demands when the members begin to realize more thoroughly their dual obligations under a democratic regime. This experiment will bear watching, it is thought.

An "Educational Committee" is intrusted with the duty of pointing out and encouraging the value of good reading and study. Special magazine articles and books of particular interest are to be recommended and made accessible to all.

A "New Business Committee" to study ways and means of gaining wider publicity and a greater market for the goods is well calculated to impress the individual producer with his importance as a creative force in helping to extend the usefulness of the company that employs him.

Individual Responsibility Impressed Upon Each Employee

In the general monthly meetings this subject is brought up for full and complete discussion. Charts are prepared by the clerical department showing daily sales. With the aid of these charts the daily sales are analyzed. The workmen are kept fully informed on all promotion policies, advertising, mail order business, soliciting, etc. Each man is made to feel that he is also a salesman as well as a producer. He is encouraged to express his ideas as to how a wider public can be reached.

Last of all, there is an "Efficiency Committee" that studies and investigates methods of work with a view to cutting out needless duplications and lost motion. Ways and means of effecting greater economy of materials and workmanship are kept uppermost in mind. Prizes are offered for useful suggestions.

At present committee members are elected for a period of three months.



An employment and discharge committee of the Swanson employees investigates all applicants for jobs and also candidates for dismissal. There is also a committee of union employees, which is pledged to see that the company's agreements with the local union are carried out. At the same time, these loyal men guard the company's interests.

Co-Worker's Weekly Helpful Hints

BY C. W. NUNN

July 12, 18.

A clean and orderly store is the cheapest advertisement ever a merchant had.

The more you know about the electrical business, the more you know there is to know about it.

A neglected job doesn't hurt the job nearly so much as it hurts the one who neglects it.

There would be fewer failures if there were fewer men blocking the way to their own success.

When you reach the part of Life's trip where you really know yourself and are proud of the acquaintance you will have arrived.

I take this opportunity to thank each and every one of you for the co-operation you have given the Swanson Company. You are doing a good job—keep it up.

Clem Hammerstein will edit next week's letter.

Co-Worker's Weekly Helpful Hints

BY ED. RYAN

Aug. 2, 1918.

Don't let opportunity bear you down. Grab it and take advantage of it.

In every walk of life, there is a chance to better yourself and others.

Don't be a knocker—a knocker is never liked by anyone, anywhere.

Instead of knocking—give everyone a push, tell him about his mistakes and not the boss.

Tell him that you are for him and that you must to see him make good.

Help make the Swanson Company a good place to work. Everybody stick together and we'll all make good.

But take my advice—don't do as I do, do as I suggest.

Sam Davult will edit next week's letter.

These weekly letters of practical suggestions and comment, edited by one employee after another in succession, are multigraphed and distributed among members of the organization with the pay-envelopes. Suggestions of great value have been offered in this way, and many have been incorporated in the company's policy.

In the Swanson company department heads and formen are now on a profit-sharing basis. The management is now working out a plan which will extend this privilege to every employee in the concern.

WHAT ARE THE RESULTS?

What are the observable results of this tentative experiment in industrial democracy? For one thing, labor turnover has been greatly reduced. During the labor shortage period not an employee left, although some of the men were offered double their present wages.

For another thing, Mr. Swanson notes a new increase in personal interest and responsibility. The need for supervision has practically disappeared. Loyalty percentage has increased tremendously. The men feel that they are a part of the institution. If working conditions do not suit they can be changed by popular vote. In a sense each man feels that he is working for himself, and while thus working for himself the success of his co-workers is largely in his keeping. He is also helping to direct the welfare of the plant as a whole in a more economical way.

The intention of this provision is to pass around the honor to as many members as possible. It has one obvious drawback, however. A member is scarcely familiar with his duties when he is asked to resign unless he should be chosen to succeed himself. But as the plans become more seasoned such defects are likely to be remedied.

If There's a Garage Near By—



IF THERE'S a garage near your electric shop take the first opportunity to drop in and try to catch the boss while is is pumping up a tire by hand.

Then streak it back to your shop, grasp that sample electric-driven air pump of yours firmly by its wooden halter and lead it merrily into the garage. Connect it up to the nearest lamp socket, snap on the switch and proffer the air hose tactfully to the ambitious but misguided gentleman with the gasoline smell on his clothes and a pump handle in his digits.

When the tire is all inflated, make up your mind to leave that pump with the garageur. He will treat it kindly, and he needs it more than you do. And besides, you can get another one without difficulty.

Drop in again in about a week to see how that pump is running. And get a line on those people who have demonstrated their combined ability to amass wealth and to respond to the magnetism of the macadam by buying cars. For presently they will proceed to disfigure their neighborhoods with sixteen-Louis garages that do battle architecturally with every other building within sight or hearing, but which will nobly serve their purpose if they be but wired for electric light, equipped with an electric vulcanizing iron and a small electric air pump.

And then, just to convince the noble fancier of benzine steeds that the habit of working with you is eminently worthy of growing upon him, chaperon him genially over to your office and address him after this wise, or in words of equal charm:

"Sir: in return for the names of those people whose joy in life you have but recently augmented through the sale of a motor car, let me place in your hands these names of noble residents who have attained partial happiness via myself by equipping their homes electrically. Let us complete the happiness of both groups—you and I—for what more may one desire than a beautiful home with its comforts assured by the willing watt, and a purring motor to enhance the beauties of the sun-flecked road with exhilaration of unseen power?"

Like that. And then sell every one of your prospects!

Watch for the
August issue of
Electrical Merchandising
the Export Number

Team Work Wins in Duluth

Central Station, Contractors, Dealers, and Jobbers Got Together Back in February for a Year's Co-operative Advertising and Sales Campaign—And Results?—Well, About 500 Washers in June—How's That?

By A. H. JAEGER

TEAM WORK! That's the right word for what's happened to the electrical industry in Duluth since midwinter. Some high-minded persons call it close co-operation, but common folk call it just team work. That's it. Lining up shoulder to shoulder, going down the field against all obstacles, playing a good game, and making a touchdown, as it were—that is what characterizes, thus far, the 1919 activities of central station, dealers, contractors and jobbers in Duluth. If team work results in progress and success, as it usually does, then Duluth and northern Minnesota will at least be one bright spot on the map as far as education, promotion and sale of electrical appliances go.

That the merchants of northern Minnesota are awake to the possibility of merchandising electric labor-saving devices by concentration and co-operation is evident in their organization, educational methods, and selling campaign.

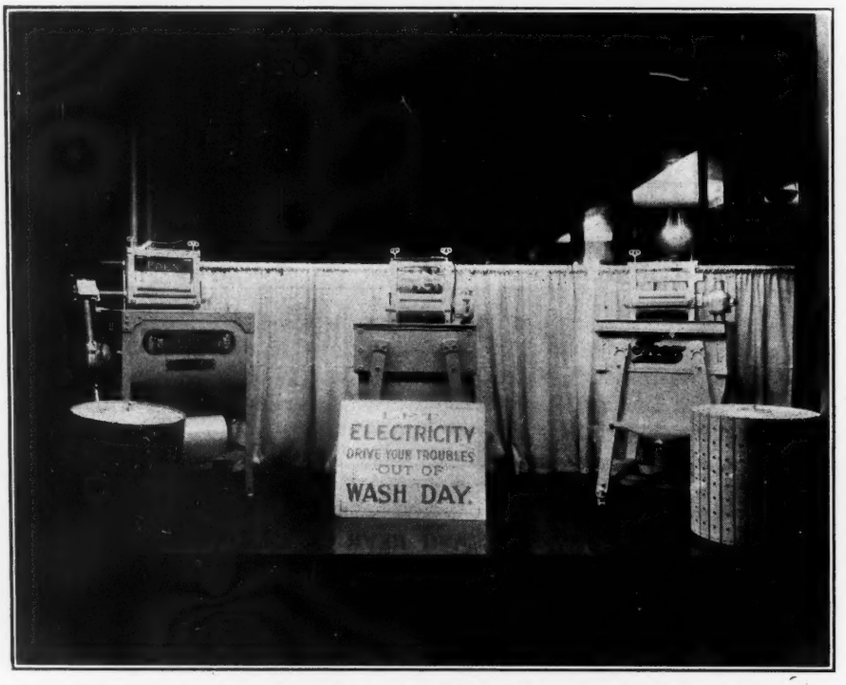
Of course, they first had to organize, which they recently did. They call themselves "The Duluth Society for Electrical Development," When asked to explain just what this organization had accomplished, expected to do, and what difficulties they encountered, one of their active members, W. A. Grimes, manager of Northwestern Electric Equipment Company, Duluth, said:

"Did you ever try to think of a name for a new electrical association being formed in your city? If you have, you will find for yourself in the same fix as we imagine a family would be in, naming their fifteenth child. So many associations have been formed; hold one or two meetings, and then pass away. We did not want to call it an association, as the buying public thinks all associations as a means to raise prices or collect past due accounts. When you call it a club, they take it literally as a means to browbeat them in some way or other. We, therefore, adopted, or appropriated, as you please, the name, "The Duluth Society for Electrical Development." We believe that the national Society for Electrical Development cannot go wrong if they see that similar organizations are started throughout the country.

"We had a message that we wanted to carry to the people of Duluth. It was, 'Electricity is the cheapest good thing in Duluth.' You know that this is true in your city. It is particularly true in Duluth as our maximum rate is 6 cents per kilowatt.

"We decided to quit talking in kilowatts, amperes, etc., as Mr. and Mrs. Buying Public does not know what you mean. Can you imagine a department store advertising ribbon at so much per meter? No, because department stores are run by merchants and merchandising is making it easy, not difficult, for customers to buy your wares.

"To-day if you go into a store selling electrical appliances in Duluth and ask a clerk the cost of operating an electrical appliance, it is told you in understandable English, 3 cents per hour, or, whatever the cost may be. You can call on all of the stores, selling appliances, and your answer will be the same. The society made a list of all appliances and cost per hour and provides dealers with as many copies as they can use.



June was a "washer month" under the Duluth advertising schedule. This is the window display of washers of the Duluth Edison Electric Company. Notice that W. S. Heald, commercial manager, has displayed three different washers. Five dealers who are located within one block prepared similar displays, each of its one washer. On June 19, sales were reported running at the rate of 500 washers for the month.

ADVERTISING SCHEDULE OF DULUTH ELECTRICAL CONTRACTORS AND DEALERS FOR 1919

Week Sunday	Week Saturday	Main Articles	Week of Heaviest Adv.	Secondary Articles
March 2—	March 8	Washers	.....	Heating pads
9—	15	Washers	.....	Sewing machine motors
16—	22	Washers	.....	Waffle irons
23—	29	Washers	(23–29)	Air heaters
30—	April 5	Cleaners	.....	Air heaters
April 6—	12	Cleaners	.....	
13—	19	Cleaners	.....	
20—	26	Cleaners	(20-26)	Convenience outlets
27—	May 3	Cleaners	.....	Convenience outlets
May 4—	10	Sewing machines and ranges	.....	
11—	17	Sewing machines and ranges	.....	
18—	24	Sewing machines and ranges	.....	Immersion heaters
25—	31	Sewing machines and ranges	.....	Irons
June 1—	June 7	Washers	.....	Percolators
8—	14	Washers	.....	Grills
15—	21	Washers	.....	Waffle irons
22—	28	Washers	(22–28)	Toasters
29—	July 5	Washers	.....	
July 6—	12	Ironers	.....	Irons
13—	19	Ironers	.....	Toasters
20—	26	Ironers	.....	Percolators
27—	Aug. 2	Ironers	.....	Grills
Aug. 3—	9	Ranges	.....	Sewing machine motors
10—	16	Ranges	.....	Irons
17—	23	Ranges and sewing machines	.....	Toasters
24—	30	Ranges and sewing machines	.....	Percolators
31—	Sept. 6	Ranges and sewing machines	(31–6)	Grills
Sept. 7—	13	Cleaners	.....	Double sockets
14—	20	Cleaners	.....	Immersion heaters
21—	27	Cleaners	.....	
28—	Oct. 4	Cleaners	(28–4)	
Oct. 5—	11	Air heaters and fixtures	.....	Waffle irons
12—	18	Air heaters and fixtures	.....	
19—	25	Air heaters and fixtures	.....	
26—	Nov. 1	Air heaters and fixtures	.....	Heating pads
Nov. 2—	8	Sewing machines	.....	General adv.
9—	15	Sewing machines	.....	General adv.
16—	22	Sewing machines	(16–22)	General adv.
23—	29	Sewing machines	.....	General adv.
30—	Dec. 6	.....	.....	General adv.
Dec. 7—	13	.....	.....	General adv.
14—	20	.....	.....	General adv.
21—	27	.....	.....	General adv.
28—	Jan. 3	.....	.....	General adv.

Convinced of the high value of co-operative advertising which concentrates for a definite length of time on one main article (and secondary one) of electrical merchandise, the Duluth Society for Electrical Development, a local organization, prepared this advertising schedule in February. Central station, contractors, dealers, and jobbers are living up to the schedule—and are cashing in. Study this schedule.

"We decided to follow the department stores in another way—to advertise the same article at the same time. During the months of March and June, for example, all dealers decided to feature the sale of washing machines. The bulk of their advertising was devoted to this one item. There were small ads on other appliances each week in the month devoted to some seasonable electrical appliance, as for example: Heating pads—March 2 to 8; sewing machine motors—March 9 to 15; waffle irons—March 16 to 22, etc.

"It is much the same idea as a carnival—the big show going on all of the time and the side shows holding their 'bally-hoos' so as not to interfere with the big show and with one another. Each month during the year, we will feature some one article and run small ads on the other devices. The main reason for concentrating all advertising on the same object is to prevent the housewife, who has $10 or $100 to spend on electrical labor-saving devices, from spending it on a new talking machine or davenport on account of our lack of team work. In the past, Mr. A. would advertise washing machines; Mr. B., vacuum cleaners; Mr. C., electrical dishwashers, and Mr. D., electric mangles, each stating his respective article the greatest labor-saving device, and the result was Mrs. Housewife became confused, could not decide which she wanted, and spent her money for some device not electrical. It's different now.

"The meetings of the society are held once a month. They consist of a dinner and a general discussion along lines to boost the sale of electrical appliances. If some member has a new thought, he passes it along and it is tried out. While in the meeting, all members act and talk as though they are working for one organization. Outside, competition is keen but upon a legitimate basis. The meetings are simply a 'get-together' movement of central station, contractor-dealers and jobbers."

Duluth is 97 per cent wired. Duluth sale of washing machines, vacuum cleaners, mangles, flatirons and all types and kinds of electrical appliances, is as great as any town of the same size in the country. The Duluth Edison Electric Company, the central station, sells all types of ap-

DULUTH, MAY 6, 1919.

MR. A. W. LINDGREN,
Northern Electric Co.,
Duluth, Minn.

DEAR SIR:

Next Thoisday Nite at Seven Thoity P. M. (Post Mortem) May Aiteth we are going to have a damn good dinner in our display room all cooked by electricity ("The cheapest GOOD thing in Duluth") and we wood like to have you comee and we would like to know by reeturn male if you will bee here bee-cause our cook gets peeved if she has more people than she expexs and if less come than expexted she makes use eat the leavens and Gosh you ought to have seen her the last time she was peeved and now you know how scarse good cooks are (ours is the best in the country) and we dont want to loose her and neether would you want us to git indijestion on the leavens.

Yours resp.
DULUTH EDISON ELECTRIC COMPANY
(Signed) C. E. Van Bergen

P. S. We forgot to say that food cooked by electricity is so good it just melts in your mouth.

Letters like that above comprise one of the methods which the Duluth Edison Electric Company uses to keep its trade interested in the electrically cooked dinners it puts on regularly as a part of its campaign to make Duluth one of the first electrical cities.



From this advertisement, the reader would not know that all the other electrical stores in Duluth were starting a washer "sales event" on the same day. That is nothing against the advertisement, however. The point is that in co-operative advertising the dealer gets the full benefit of his own advertising plus the effect of other "ads" which the reader may see even in the same newspaper, and everybody gets an "even break" all around.

pliances. The company advertises and has an up-to-date sales room. Its advertising is one of the main reasons for the popularity of electricity and electrical appliances in Duluth. Its efforts and its advertisements have sold thousands of dollars worth of appliances, which the consumer has bought through the dealer. The society in Duluth is in favor of the central station merchandising all types and kinds of electrical appliances.

The Gopher State electric merchants are setting a mark for electric appliance sales and going after it systematically, as Mr. Grimes says:

"There are 22,000 residential consumers in Duluth. Fifteen per cent or so have washing machines and a proportionate amount of other electrical appliances. When the per cent of washing machines is 50 and other appliances in proportion, then, we will know that the buying public has faintly heard our message that 'Electricity is the cheapest good thing in Duluth.' The result of our co-operative advertising is that close to 500 washing machines are being sold in Duluth during the month of June."

While much of the credit for Duluth's successful trade co-operation goes to Mr. Grimes, a large share of it belongs also to W. S. Heald, commercial manager of the Duluth Edison Electric Company, whose vision and energy is largely responsible for the organization of the society and in keeping it in effective operation from the beginning.

Do You

Make Your Business Transactions Legally Safe?

Failure to Make Original Entries at the Time of Transaction May Lose You Many Dollars—"Let the Buyer Beware" Still Holds in Court—Has He the Authority to Buy?—Don't Accept "Without Recourse"

By EDWIN L. SEABROOK

TWO boys who went to the village school principal to learn the result of their examinations were told that the matter was in *"status quo."* The meaning of this phrase puzzled the boys very much and they went to the village postmaster for an explanation. He shook his head and referred them to the town constable, who said it was beyond him but evidently some legal term and that they had better consult the town squire. In their predicament they went to that important official, who looked wise, took down several big law books, banged them about the table, and finally said: "Boys, if you are in *status quo,* it means that you are in one deuce of a fix."

Many business men find themselves in "one deuce of a fix" legally about their transactions because they do not think, act or observe accurately. One-half of the law suits are due to the fact that people do not follow accurately or correctly the ordinary procedure connected with business transactions. It is not so much the lack of knowledge as it is way. It is really astonishing how failure to do the thing in a right many intelligent people fail to make their knowledge definite and certain. They know that a thing is done approximately "this way or that" and many think that either is near enough.

Every-day business transactions become so commonplace that the importance of doing them in a way to make them legal, should disputes in the future arise, is often entirely neglected or overlooked. It is only whein a transaction is disputed that the necessity of having recorded it properly is seen. However good the faith between the parties, if one blunders or does a right thing in the wrong way and a dispute arises, the blunderer often loses simply for the lack of a little care at the inception of the transaction.

IMPORTANCE OF ORIGINAL ENTRY

It may seem a very simple matter to make the entry of a sale in bookkeeping, yet many accounts when disputed have been lost because the entries were not properly made when the transaction occurred. The original entry of a transaction in the bookkeeping is most decidedly important from a legal standpoint, if this transaction or series of transactions with which this particular business item may be connected, is disputed or brought into court.

The historical or original entry is made either in the day book, journal or cash book. The entry should be brief, but plain enough to describe the transactions intelligently to a stranger. The quantity and price of each item should be given. Every original entry should, if possible, be made on the day the transaction occurs.

So important is the historical or original entry in a set of business books that it alone of the records can appear as evidence if the account is disputed. If an account is disputed and the case is submitted to court for decision as to the correct balance, these historical or original books of entry only will be accepted as evidence and only on certain conditions, namely: that the records in other cases than those under dispute can be proved correct; that the records were made at or near the time the transaction occurred, and that there are no erasures or alterations in these original entries.

The failure to produce the original books of entry in a disputed case in court is illustrated by a sub-contractor in Pennsylvania who recently took his case to trial and was non-suited.

This sub-contractor and a general contractor had done work for each other. There were other matters involved which led to a series of transactions on both sides covering a period of many months. Bills were rendered each other, the sub-contractor claiming a certain amount was due him and demanded a settlement. The general contractor disputed this and claimed there was a balance due him. It should be borne in mind that both of these accounts were what is termed a "running book account," *i.e.*, not settled to any particular date. The entire series of transactions had to be considered when the case was brought into court. Right here it might be well to state that this shows the importance of settling accounts to a particular date.

The sub-contractor brought the dispute before a jury of twelve men. His counsel outlined the case, claiming that of this entire series of transactions only three items were in dispute and asked for the balance of so many dollars due his client.

The sub-contractor was put on the stand and after verifying the balance he claimed was told by his lawyer that that was all. The judge demanded the original books of entry. The best the sub-contractor could produce in court were bills, statements, etc., although he had been told to bring his books into court. The judge said: "You are suing on an open book account, yet you do not produce your books; we cannot go on with the case." Without a word from the defendant the case was non-suited, and the expense thrown on the plaintiff. Perhaps this particular case could be multiplied many times over. The plaintiff did not produce the evidence of the transactions at the time they occurred, which only goes to prove that accuracy is essential in bookkeeping.

However trivial the transaction, it should be put on the books the day it occurs, because it may be linked with a series of transactions in the nature of a running account, all of which may be disputed. If suit is brought on a running book account, it is necessary for the one bringing the suit to prove his case, and not the one being sued to prove that he does not owe. The burden of proof is always on the one making the claim.

In the case noted the sub-contractor could bring another suit, but he must begin all over again. Unless the books of original entry with the transactions entered at the time and in the order they occur could be produced, it would be very difficult for him to establish the claim.

CAVEAT EMPTOR

This is a legal term and principle in law, meaning "let the buyer beware." The responsibility of getting what he pays for is upon the buyer and not the seller. This principle is probably not so strictly in force in commercial practice as formerly, because to-day the idea is to make a special effort to please and hold customers rather than antagonize them by shrewd selling. It still has a rather strong hold legally.

It is well for the buyer of contracts or orders as well as merchandise to remember this old legal term of "let the buyer beware." It is quite possible to buy a contract, perform it, yet not be able to collect for it without a great deal of legal trouble. This is illustrated by a case that was tried in a state court a few months ago.

The defendant in this dispute thought he had contracted with a corporation to do some work, but it developed later that he did the work for the manager of this corporation and was bowled out of court before the trial was half finished. In every state there are very close corporations ("person service corporations" —the new income tax calls them), the stock being held by two or three persons and its management conducted exclusively by one person. In these cases the dividing line between the corporation and the person managing it is well-nigh invisible. Hence in dealing with a corporation of this nature or any member of it, *caveat emptor*, let the buyer of contracts beware.

In this particular case the corporation was a peculiarly close one. It was practically owned and conducted by one individual. It has some dealings with a general contractor and there were several transactions on both sides. The contractor was given an order to do some work on the property of the manager, which he did, supposing it would apply on account of what he (the contractor) owed the corporation. After some later transactions a dispute arose over the amount due. The contractor was sued and given a non-suit, but this particular item was not brought into question by the corporation at the trial.

A second suit was entered and brought to trial. The amount of the bill for work done for the manager of the corporation was objected to by him as not owing by the corporation. It was done for him and not for the latter. The corporation manager, however, conducted exclusively all of these various transactions with the contractor. The court, however, sustained the objection.

Drive On, Ice Man, Drive On!

BY C. L. FUNNELL



Chew on, thou husky roughneck, chew!
Or swear or dance or sing:
Our domicile is rid of you,
Your ice—and everything!

No more your massive hoofs shall lay
A trail upon our floor
Of sand and mud and loam and clay;
No more—we said—no more.

Henceforth your flopping rubber robe
Shall flop and rub outside
Our humble halls; and each microbe
You've brought us shall have died.

Knight of the tongs: Gaze up and bow—
Your parting manner don!
Our icebox is electric now.
Drive On, Ice Man, Drive On!

The amount of this item was more than the amount in dispute, and the contractor was forced to drop his case without being heard for his claim was against the corporation manager who told him to do the work.

In a close corporation owned and managed by a single individual, it may not always be easy to determine which is which. Where the responsibility of one ends and the other begins may not be easily decided where an order is given verbally. In the eyes of the law a corporation and a man owning 99 per cent of its stock, and managing its every detail are just as distinct as two strangers 1000 miles apart, when it comes to something like the transactions noted.

If the owner and manager of such a corporation comes in, slaps you on the back and says: "Say, old top, just step over and do so-and-so for me, will you?" you had better remember *caveat emptor*, and say: "Certainly, old chap, shall I bill it to you or your corporation? Sign here, please."

Buying Without Authority

A man in New Jersey turned a neat trick some time ago and succeeded in getting something for nothing. The newspaper of the city in which he lived stated that he had bought a suburban property. This statement was only true in part, for the title was taken in the name of his wife. Certain improvements were needed for this property and he told several firms in the different lines of building construction to do certain work, not very much for each but considerable in the aggregate.

When the bills were presented for this work he said the property belonged to his wife. When these were presented to her she said that she never ordered the work done, nor even authorized it to be done and refused to pay. The man bluffed the storm of protests, threats, etc., through, and was finally left in peace. Of course he ran some risk, but was an adept at the game and knew how to handle himself. A suit could have been brought for conspiracy to defraud, but a conspiracy is very often hard to prove. The amounts involved were small and no one wanted to undertake the expense of such a suit.

Beware of accepting a promissory note, signed or indorsed with the words "without recourse" on it. These words serve notice to the holder that no obligation is assumed by the one using them, either in signing or indorsing the note. The one using these words may be worth any amount of attachable property in case of law suit, but not a penny could be collected from him on account of such a note.

A firm of lawyers in a big city were engaged in building houses actually tried to work this scheme on a contractor. They offered the contractor a good-sized contract and he was in their office to arrange the details. Very naturally they wished to put as little money into the building operation as possible, depending on the placing of mortgages, sales of property, and the taking of equities by the different contractors, to carry the operation through. After some bickering they offered a certain sum in cash as the work progressed and the balance in deferred payments. The contractor said he would accept the offer if the lawyers would give him their individual notes for the unpaid amount. He was safe in making this offer, because they were good for the amount.

They came back at the contractor with this proposition: "These houses are being erected by a corporation. We will have this corporation give a note, 'without recourse,' to our superintendent for the amount due, who will indorse it and turn it over to you." The superintendent was merely a "straw man" in the financial transaction and the note would be worthless. Fortunately the contractor knew the value of the words "without recourse," and said he did not care to deal along any such lines.

This instance shows the importance of knowing the meaning of words on certain business documents.

Points Worth Knowing

And remember these points, too:

The acceptance of an offer completes the contract. After the buyer accepts the seller cannot withdraw, even though the acceptance may not have had time to reach him.

An interest in a partnership cannot be bought by or sold to a third party without the consent of the other party. The legal power to make a transfer is unquestionable, but the one to whom the transfer is made does not become a tenant in common with the other partner; he simply acquires a share in the business after the affairs of the firm are settled and the debts paid.

The words "without defalcation" in a promissory note mean that the maker will pay in full to the holder without any claim for offset, however good such claim may be.

If a debt is more than six years old and outlawed, it can be revived for another six years if the debtor pays even such a small amount as $1 on it, or acknowledges it and makes a promise to pay.

A verbal agreement, guaranteeing the payment of an account of another (unless it is exceptional in character, which must be shown) cannot be enforced. Such an agreement, guaranteeing the payment of a debt (or account) of another, must be in writing to be enforceable.

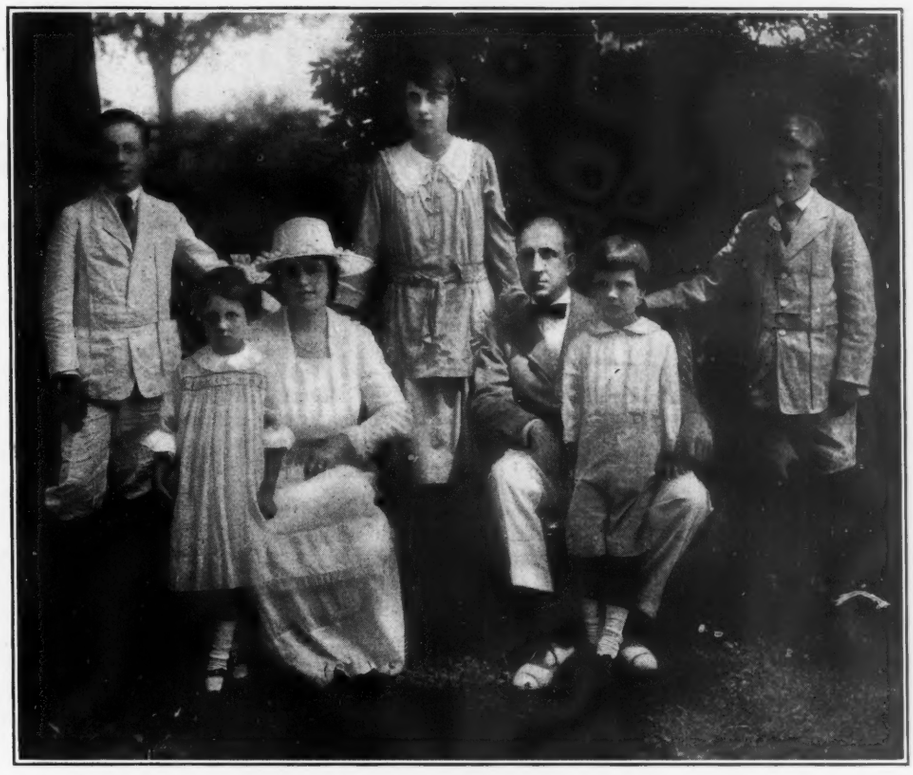
The moral of the story of the two boys, at the beginning of this article is: "When in doubt, consult a lawyer and be sure you are right." It is much more economical to pay a lawyer to keep you out of mistakes, blunders and trouble, than it is to get you out of these through your own errors which were entirely unnecessary.

So far as possible, business transactions ought to be reduced to or put in writing so there can be no dispute in the future as to the real intent between the parties. Most disagreements arise because no record is made at the beginning of the transaction. The parties are in agreement at first, but later one takes one view and another gets a different idea of the real intention. All of this could be avoided if the transaction, when the terms are agreed upon, was put in writing. The legal game is something like that of playing checkers—you make a wrong move and lose.



Diplomas Sell Electric Ranges

A SOUTHERN central station company found difficulty in placing electric ranges because in so many instances the kitchen was bossed by a negro mammy who didn't want anything in her kitchen that had been invented since "befo' de wa'"! Finally, however, the company offered a large, handsomely lithographed diploma to anybody who could cook a meal on an electric range. The problem was thus solved, and ranges (and diplomas) have been moving rapidly ever since.



National Chairman Peet and the members of his family on the lawn of the Peet home at Rye, N. Y.

For a Central Electrical Organization

A General Code of Ethics, and Partnership with Labor

By W. CREIGHTON PEET

General Chairman, National Association of Electrical Contractors and Dealers

IT IS a trite saying on everyone's lips that the war changed the world more in four years than it could have been changed in as many decades of peace.

The changes accomplished are as nothing to the opportunity of accomplishment that is given us—the gate of opportunity has swung wide open, it is for us to advance and intrench ourselves in the fertile fields of real co-operative development.

There is now spread before us the greatest, most hopeful possibility of a strong cooperative effort in the electrical industry. We must grasp this unique chance that has been thrust upon us. A start has been made through the war work of the industry, acting under the impulse of patriotism. Are we to allow ourselves to fall back into the old channels, or are we to take to heart the lesson taught and work together? We must free ourselves of our prewar prejudices and selfish aims, and all push together.

We have our many special trade organizations, with a fine record of accomplishment, but we have no central association, to guide the policy of the industry. The greatest forward step towards such a vitally needed body is the open meeting, through the open meeting, the assuasive sunlight of publicity is throwing on the screen our many problems with entreaty for united solution.

A General Code of Ethics of the Electrical Industry is ripe for establishment. This Code must be established by the joint effort of all concerned, and when once established should operate as the common law of the industry.

Labor should not be forgotten in the central group. Capital's problems and Labor's problems are so entwined, that only by bringing the brains of labor into the deliberations can strangulation of one group or the other be prevented.

There must be a partnership established between Capital and Labor to bring forth that policy of co-ordinated, constructive, peaceful development, that will make industrial production virile and conserve our resources, material and human.

The National Association of Electrical Contractors and Dealers will cheerfully do its part and gladly carry its burden of responsibility in the establishment and keeping operative of this needed natural code.

What Newspaper Advertising Is Doing for the Electrical Business in Cleveland

By H. W. ROBERTS
Advertising Manager the Cleveland "Plain Dealer"

CLEVELAND is known among electrical men as one of the livest cities, electrically, in the United States. The local illuminating company does not sell appliances, but it does advertise the electrical idea broadly and continuously on behalf of the local trade. The electrical retailers and contractors of Cleveland also do their share in this publicity campaign, and the weekly Electrical Page in the Cleveland *Plain Dealer* (now expanded to two pages) is one of the features which has contributed in a big way to make Cleveland a city of electrical buyers as well as enthusiasts for the electrical idea. The Cleveland dealers are doing local newspaper advertising on a larger and larger scale, and are finding that it pays, individually and collectively. The story of the advertising growth of one successful Cleveland electric shop is told on these pages.—EDITOR.

HOW many electrical dealers are there in the United States who could sit down and write out a check for a thousand dollars for one month's newspaper advertising, in *one paper*, without suffering a severe attack of writer's cramp? Not many.

Hence the story of I. J. Salzer and H. A. Salzer of the Salzer Electric Company, Cleveland, Ohio, is offered in the hope that it may wake up electrical dealers to the possibilities of local newspaper advertising.

The Salzer brothers haven't discovered anything new in advertising. But they have learned to harness up newspaper advertising with electrical merchandising in such a way as to make the cash register ring like a firebell.

If you could go up to the exchange editor's room some morning and indulge in the highly informative pastime of looking over newspapers of all sizes and creeds from all sections of the country, you would be amazed at the number of electrical advertisements which read substantially like that below.

But you won't find anything like



Joe Dokes & Company
Everything Electrical
MOTORS
WIRING
FIXTURES
See Us Before You Buy

This two-page Electrical Section appears every Thursday in the Cleveland *Plain Dealer* and, now in its eighth year, has become as much a part of the newspaper as the sporting section, women's page, or market reports. The reading matter is prepared by an editorial man who writes entirely from the viewpoint of interesting and instructing the

that in the scrap book of the Salzer Electric Company. The Salzer boys aren't interested at all in "keeping their names before the public." They're coin collectors, not distributors. And what is true of them is equally true of many other Cleveland electrical dealers—for in Cleveland, be it known, electrical advertising has reached a high place in the public prints.

An Eight-Year-Old "Electrical Page"

For eight years an electrical page has been a regular Thursday feature of the Cleveland *Plain Dealer*. This page long ago passed the infant stage of a "Special." It is as much of an institutional feature of the *Plain Dealer* as is the sport sheet, the editorial page, or the woman's section. The electrical news is prepared by the editorial department, by a man on the editorial payroll—a man who writes only to please the readers and not with the sole idea of pleasing the advertisers.

Salzer advertisements have appeared on this page for a long time, but it was only a year ago that Salzer & Company began to sense the full possibilities of newspaper advertising copy.

The first thing they did was to get an absolute divorce from the "motors-wiring-fixtures-see-us-before-you-buy" style of copy. With the help of the service department which the *Plain Dealer* maintains for all its advertisers, and working hand-in-hand with the *Plain Dealer's* electrical advertising specialist—a man who does nothing but look after the needs of Cleveland electrical dealers—the Salzer Company produced advertisements that had all the dramatic interest that could be asked for. These ads simply sat down with Mrs. Housewife and talked heart-to-heart. Sometimes they took her husband into the consultation, and told him things he ought to know about the wonders of electricity.

Last Christmas time, a full-page advertisement—the first electrical full-page advertisement that has ever appeared in a metropolitan newspaper, so far as we know—was run as part of a campaign on electrical Christmas gifts.

Newspaper Advertising Reaches Industrial Plant Owners

More recently the Salzers have done something that falls in the "it-couldn't-be-done" class—advertising motor rewinding and other industrial phases of the business. The success of this campaign is largely due to the fact that Cleveland industrial men have a habit of reading the Thursday Electrical Page, previously mentioned, for electrical information.

And now I. J. Salzer has lined up seventeen members of the local electrical association into a co-operative campaign on the advantages of using the services of "Practical Electrical Dealers." The names of the seventeen dealers are printed in each advertisement.

Co-operation is the keynote of Salzer merchandising. Let a manufacturer start a campaign in Cleveland—and Salzer & Company are always sure to jump aboard the band wagon.

"Why not?" said I. J. Salzer the other day. "You show me a manufacturer of a marketable electrical product who wants to advertise, and I'll show you a Cleveland retailer who is more than ready to take a free ride on his promotional efforts. Too many dealers are 'agin' the manufacturer on general principles, not realizing that it's to the dealer's own advantage to work hand-and-hand with the factory sales organization."

This spirit is quite universal among Cleveland dealers. In fact, the dealers themselves frequently outdo the manufacturers in the amount of space used on different electrical campaigns.

And as for window displays—well, no manufacturer who has gone into a Cleveland campaign of any importance has ever failed so far to get all the co-operation he had any right to expect.



readers, without regard to advertising considerations. The advertising is sold by a specialist who devotes all his time to calling on the local electrical trade. Ninety per cent of the advertising copy is turned out by the collaborated efforts of this ad man and the newspaper's promotion service department.

Shall the Central Station Sell Appliances?

The Cleveland Company Stopped Merchandising Years Ago, to the Benefit of Itself and Local Dealers. At Toledo, Ninety Miles Away, the Central Station Goes After Appliance Sales Aggressively and Dealers Are Also Prospering!

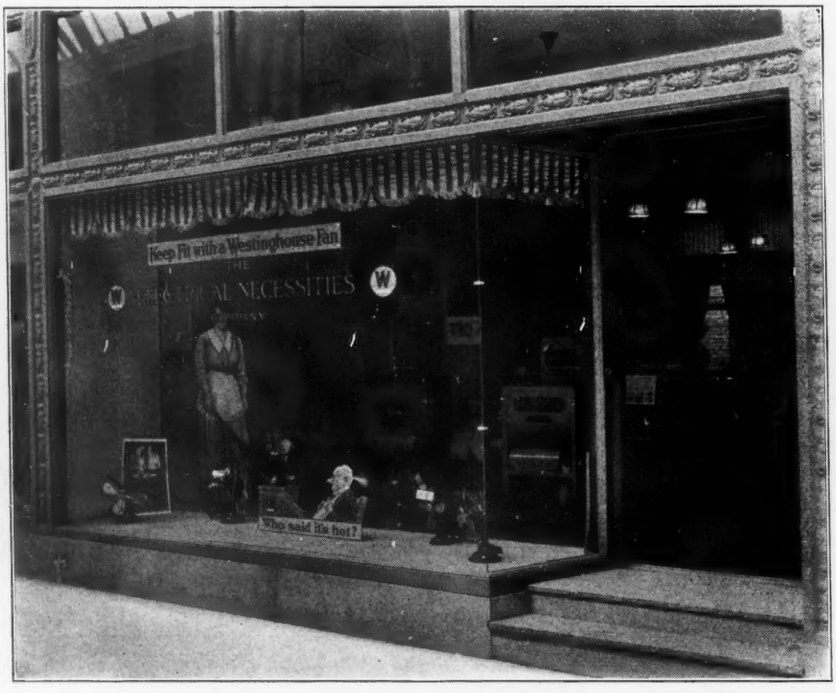
By FRANK B. RAE, Jr.

SHALL the central stations sell appliances or shall they not?

That question has been argued thousands of times by able and eloquent men. It has been the subject of discussion in conventions and on street corners. No one has ever settled it—nor ever will. Because the answer to that question, whichever side you take, is—

Yes!

The policy of *not* selling appliances is a proved success. The policy of *selling* appliances is a proved success. Both sides win. So when the subject comes up for decision in any community it must be settled on some other basis than belief regarding the abstract policy. It must be determined, I am sure, on the basis of local conditions.



One of Cleveland's attractive electric shops—the store of the Electrical Necessities Company in the Taylor Arcade. Until a few months ago this company conducted its business from an upstairs office.

USELESS TO TRY TO PROVE POLICY "WRONG"

If you are a contractor-dealer and want the local central station to cease selling appliances, it will do you no good to argue the matter with them. You must show them how and why it is to their advantage to get out. Don't try to prove that they're "wrong" by being in.

In this connection it is well to bear in mind that quite frequently the fellow on the off side of an argument is the one who most firmly believes he has some special alliance with the right. You will remember that every German soldier wore a belt buckle which smugly stated that God was with him. Maybe so; maybe not—I make no pretence at being able to "unscrew the inscrutible"—but the final evidence is that the German was licked.

And so in this appliance controversy; if either side depends too heavily upon his conception of what is *right*, he is due for a beating. Because the other fellow may also think he is right—and be able to get away with it.

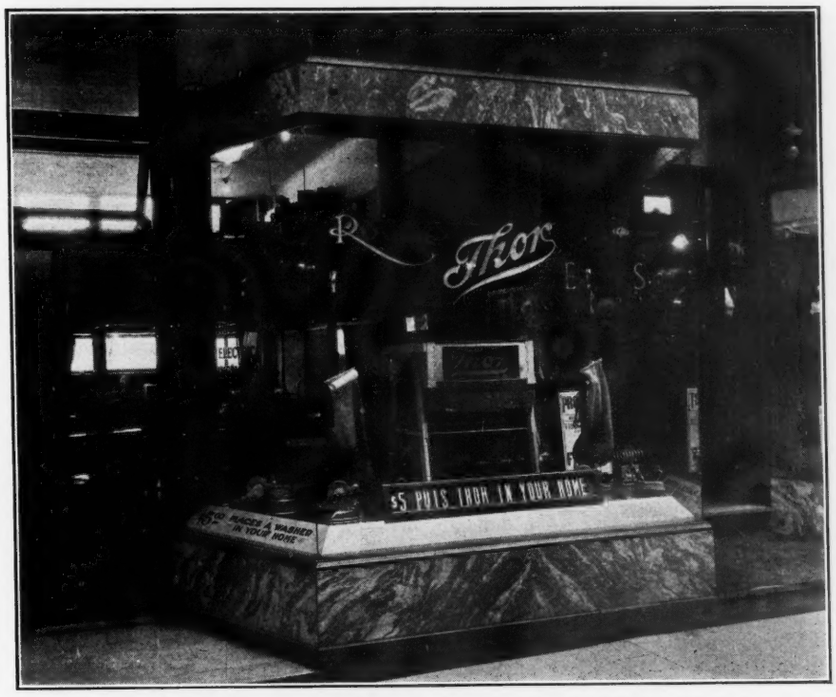
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These observations are suggested by a recent study of the appliance situations in Cleveland and Toledo, Ohio. In the former city the Cleveland Electric Illuminating Company has made a notable appliance success through not selling goods. In the latter, the Toledo Railways & Light Company has made an equally enviable record through direct merchandising.

Which is right?

Both!

To mention Cleveland first: Prior to 1900 the Illuminating Company sold appliances under policies which were at that time generally in vogue throughout the central station industry. They had the then usual ideas about getting current-consuming devices "introduced," and gradually they built up a business of considerable proportions. In some ways they were pretty liberal, helping the local



Easy-payment selling has been one of the effective merchandising tools of Cleveland dealers. The Rogers Company features its "$5 down" offer in its window display in the Colonial Arcade

dealers and not consciously taking advantage of the power which their position as a public utility gave them.

The trade, of course, objected. You will always find that where a company tries to placate, to conciliate, the dealers keep demanding more and more. Finally, the Illuminating Company came to the conclusion that the appliance business was not worth the trouble it cost. In those good old days everybody was taking pot shots at the utilities, and especially in Cleveland where Tom Johnson had planted the weed-seed of 3-cent car fares, 3-cent electricity and 3-cent politics. In the general buffeting, the Illuminating Company's appliance business was just another opportunity for the knockers, and so, partly to still the anvil chorus, it was abandoned.

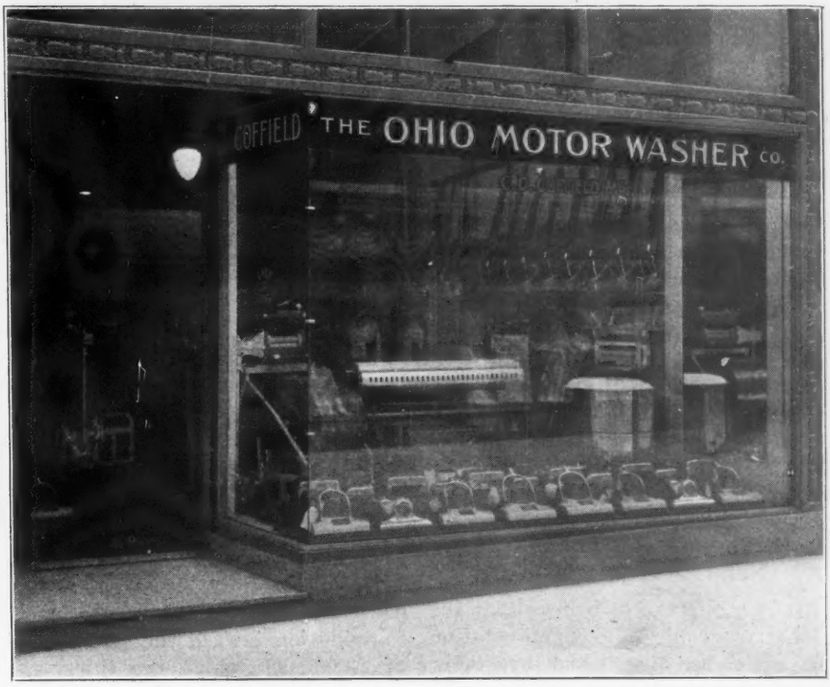
Own Officials Questioned Company's Moral Right to do Merchandising

Do no take this to mean that the company officials were either frightened or beaten out of the business. Far from it. The wrangling and friction was annoying, but that of itself would never have budged them. The fact is that some of them had very strong convictions that they had no moral right to be merchandising at all. They believed that their contact with the public gave them an undue advantage over other merchants in the field, and that they had no just claim to such advantage. In short, these officers sincerely agreed with the arguments of those who contend that the appliance business "belongs" to the *bona fide* retailer. And so, about eight years ago, they shut shop.

In support of their then somewhat radical ideas, they can now point to two things; the present development of the electrical appliance business in the city, and the fact that their policy has been virtually adopted by the Public Service Commission of the State.

Certainly few cities in America can boast a better electrical merchandising development than Cleveland. Electric shops are everywhere, and every general department store carries both appliances and fixtures. In the downtown Euclid Avenue shopping center which included several arcades, there are fourteen stores devoted exclusively to electrical goods. In the Euclid and Fifty-fifth Street district are six more. One department store sells more than 8000 flatirons a year; another firm is said to be doing a retail electrical business of approximately $500,000 per year. A Cleveland specialty sales agency (with branches, however, in several other cities) contracted this year for almost $250,000 worth of washing business and is selling electric vacuum cleaners at the rate of 10,000 annually. Figures like these can only mean one thing, which is that in Cleveland there has been developed a vigorous and dependable demand for electrical merchandise.

In this development the lighting company has had strong and constant influence. It has not been dead



Appliances which lighten home-labor during the house-cleaning period—sweepers, washing machines, mangles and irons—make up the window offerings of this attractive store in the Taylor Arcade

or even passive: it has been unintermittently aggressive. New devices large enough in potential current-consuming capacity to be interesting, have been displayed upon the company's customer floor and intelligently advertised. The show windows of the Illuminating Building have been regularly loaned to the various electrical dealers week by week, for the display of their standard merchandise. Promotion campaigns have been carried on through all the accepted channels of publicity—car cards, boardings, newspapers and the mails.

Nor have they stopped there. The electrical dealers of Cleveland—or some of them—owe the Illuminating Company gratitude for direct assistance in many business transactions. In one case the manufacturer of a standard appliance picked out a bright salesman who was marooned in the small basement electrical goods section of a department store, and persuaded him to go into business for himself. The man had no capital to speak of—at least not enough to carry the instalment accounts upon which depended his success. He went to the Illuminating Company with this problem, and the Illuminating Company forthwith took him to a leading bank and assisted him in making such arrangements that he secured all the credit necessary. To-day that man is selling close to half a carload of washing machines a month.

So we see that the central station policy of hands-off in the appliance business, if backed by close co-operation both in cultivating the field for appliances and in developing the facilities of the trade, is a large and glowing success. No argument or eloquence could persuade the Cleveland Electric Illuminating Company to adopt any other policy. They are convinced that they are right and they can prove it, at least to their own satisfaction.

But because they are right does not mean that the other policy is wrong! Let us take a look at Toledo.

* * *

A. K. YOUNG'S EXPERIENCE WITH A NON-COMPETITIVE POLICY

It is a mistake to believe that the Doherty group of central staiton properties has always and invariably followed the policy of selling appliances. In Galveston some years ago a very determined effort was made by the Brush Electric Company, then newly taken over by Doherty interests to encourage the local electrical dealers by a policy of non-competition. It didn't work. Why it failed is perhaps open to discussion, but the facts of the matter are that after what appeared a fair and thorough trial the policy was abandoned and the company opened a retail store.

At the time of this experiment, A. K. Young was the new business manager at Galveston. He is now new-business manager in Toledo. Just as the Cleveland Illuminating Company tried and gave up the policy of selling appliances, so Young has seen tried and given up the policy of not selling them. He is as firmly convinced that the central station *should* sell appliances as the Cleveland officials are that it should *not*.

Anyone who read the article on page 216 of the May issue of ELECTRICAL MERCHANDISING will have a fair background for understanding the spirit of the selling organization of the Toledo company.

Briefly, the salesmen are practically in business for themselves. By a process of evolution they have standardized the merchandise they handle, and by a system of commissions they determine their own earnings. They are not cheap men and they refuse to handle cheap goods. Full price and full profit is their slogan.

Perhaps the story of the Toledo new-business department can best be told by scheduling a month's sales. The following, I believe, is typical:

10	house wiring contracts		
79	washing machines		
11	ironing machines		
153	irons	48	toasters
127	vacuum cleaners	1	urn
12	sewing machine motors		
7	sewing machines		
2	electric ranges		
3	electric cookers		
13	percolator	3	chafing dishes
2	tray sets	1	hot plate
5	air heaters		
19	curling iron heaters		
15	heating pads		
11	vibrators		
88	fixtures and lamps		
1	bell ringer	1	shaving mug
1	house fan	3	electric signs
14	hair clippers		

Incandescent lamps to the value of $2,380.50

Here, certainly, is a very tidy piece of business. It is a substantial contribution toward the year's total of $3,000,000 which the thirty-two central station properties in the Doherty group expect to do this year. These sales, it must be understood, are made at full retail price, and with the least practicable inducement in the way of time payments. They include only the highest grade of devices which, it may be said in passing, gives every dealer in the city an opportunity to offer something cheaper if he so desires.

How do these dealers fare? No one can deny that they feel the competition of the Toledo central station. They would feel with equal force a similar brand of competition from any sales organization aggressive enough to put the same amount of electrical merchandise in "circulation." But somehow or other the dealers' appliance sales keep increasing, despite the competition. Both the Toledo contractor-dealers and those whose business is restricted solely to merchandising seem to be getting on. New shops are opening; old stores are being remodeled; specialty agents are going into business and making it pay. Naturally, the general trade is not anywhere near so aggressive as it is in Cleveland, but—is this due to central station competition or to the *fear* of such competition? Personally, I cannot escape the feeling that it is largely fear.

* * *

Here, then, are two concrete cases of policies diametrically opposed and both successful, so it is futile to argue abstractly in favor of either one. It seems plain that wherever this question is raised it must be settled upon the basis of local conditions.

For what seemed good and sufficient reasons the Cleveland Electric Illuminating Company went out of the appliance business and events have justified the course. For what seem equally good and sufficient reasons the Toledo Railways & Light Company is staying in. If, to localize the question in Toledo, the electrical trade of that city wishes to have the lighting company abandon its present policy and close out its appliance stocks, then the Toledo dealers must offer the Rail-Light an inducement that is more attractive than the merchandise sales it makes. If such an inducement is offered, if any adequate *quid pro quo* is brought forward by the Toledo electrical merchants, I am very sure that Messrs. Doherty and associates will talk business.

And this holds true in every city where the central station does merchandising.



Making an Electric Store

Fit an Available Space

Overcoming the Difficulties of a 13-ft. Ceiling in a Way that Utilizes Practically Every Bit of Space and at the Same Time Makes for an Attractive Store Design

By S. C. LENNAN

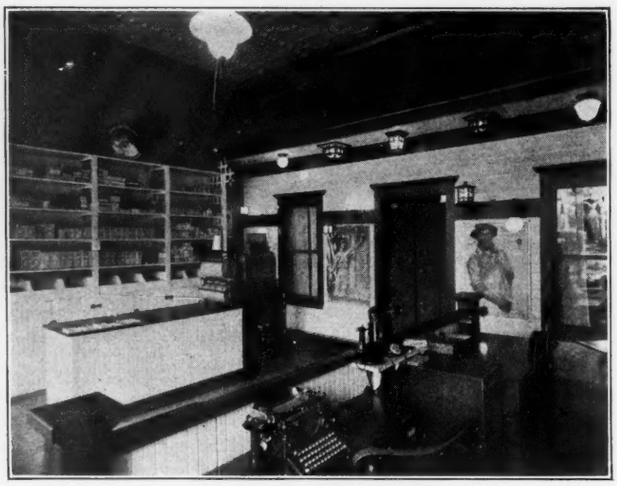
IT IS DIFFICULT to use a store with a 13-ft. ceiling as the home of an electric shop. Such a ceiling is too high to hang fixtures on. It is too low to permit building in an ordinary mezzanine floor. There is, however, one way of getting around the difficulty. H. F. Spier of the Guarantee Electric Company, Battle Creek, Mich., has proved that. His store layout is shown in a general way in the illustrations that accompany this story. His methods of putting the spark of life into the layout, that make it a paying store cannot be shown in the drawing. So he has tried to help us tell about some of them as well as words will tell it.

Mr. Spier's whole experience in the electrical business has been interesting. Originally he did not start out to be a merchant. He had been an expert telephone man and knew how to do stunts with wiring that the ordinary contractor knew little enough about. So to begin with he rented an old back room and simply went after the wiring jobs that others did not want. That worked very well until the war came on. Building stopped. But the people who had patronized Harry Spier believed he knew his business and continued to ask his advice about buying things electrical. He usually bought for these people and resold to them. Gradually his out-of-the-way location began to look like any old-time "ordinary electric shop." So he said to himself, "This will never do. If I'm going to run a store, I'd better get a real store location and make it look like something."

At about that time a well-located space, but a space with a 13-ft. ceiling, became available. It was the only thing to be had, so he took it, For a long time he had thought that the way to sell electrical goods was to show them in rooms that provided surroundings like those the appliances would fit into when they reached the customers' homes. The problem, therefore, became one of fitting into the available space a number of rooms, each for its particular group of appliances. It would have been easy enough to construct the rooms, but it was not desirable to make their ceilings 13 ft. high nor was it good policy to waste the space between the ceilings of the rooms and the top of the building, even though it was only a few feet. Finally an idea came! Why not make the rooms 8 ft. 8 in. high but make a hallway down the center only 7 ft. high? Then the space above the hallway could serve as an aisle 6 ft. high up-



The front office of the store on the east side of the display including appliances and glassware. The cupboards shown below are used for reserve stocks of appliances.



On the west wall of the front office are stocks of lamps, automobile bulbs, and such material as is merchandised from the store, including sockets, switches, and the like.

stairs and the 4-ft. 4-in. space over the rooms could be used for storage of goods that could be reached from the aisles. It looked as if it would work, and it did.

What Greets the Customer

Of course, this two-story section of the store was not extended clear to the front of the building. A space 18 ft. deep and the full width of the store, 20 ft. 6 in., was left full height at the front. When a customer enters this part of the store he gets two distinct impressions. The first is of cleanliness and orderliness. The white enamel paint employed so freely and the well-kept stock shelves are largely responsible for that. The second is one of curiosity, because the visitor sees a house within a store and it is but natural to wonder what is in the house. Women especially find this feeling of curiosity difficult to master.

If the customer wants lamps, flashlight batteries or any of the small electrical staples, they are supplied from the shelves in this front room. In front of one of these sets of wall shelves is a short wrapping counter, at the end of which is wrapping paper, string, a cash register and a safe. On the other side of the room is a railing behind which the bookkeeper and billing clerk have their flat-top desks. Shelves behind these desks contain sample pieces of fixture glassware and display pieces of such goods as percolators, toasters, irons, vibrators, etc. The front of the "House Electrical" which projects into this room is designed so that it affords an opportunity to install for demonstrating purposes several styles of porch fixtures.

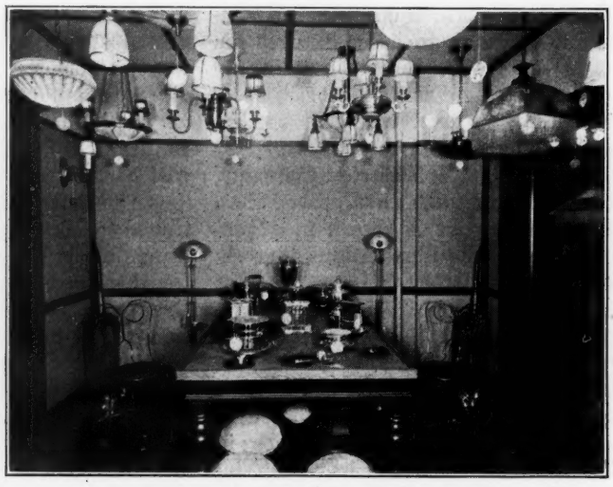
Heating of the whole store is accomplished by a single-register hot-air furnace that draws cold air from a louvre in the long hall off of which the rooms open and discharges warm air back into the front of the store.

Stunts in Display

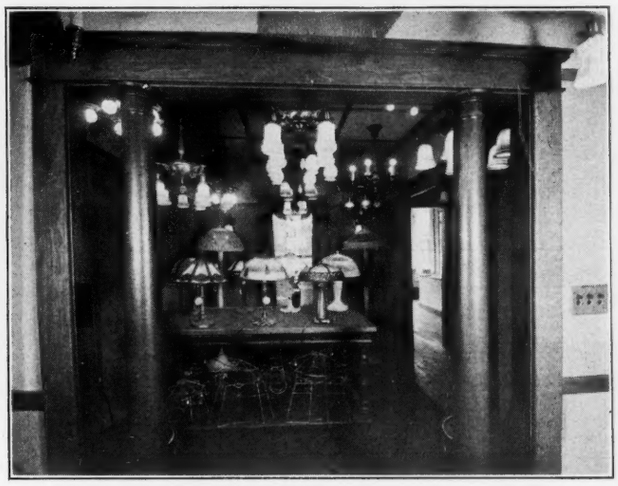
Of the six rooms inside the house all except one open off of the center hall. They are small, but each is finished and equipped with that careful attention to detail which makes the visitor overlook the lack of size. These rooms as they are lettered on the accompanying sketch are: *A* ceiling fixtures for living rooms; *B* dining-room fixtures and appliances; *C* boudoir lamps, other portables and electrical goods for the nursery and sewing room; *D* domestic labor-saving appliances and kitchen and bath fixtures; *F* office for Mr. Spier.



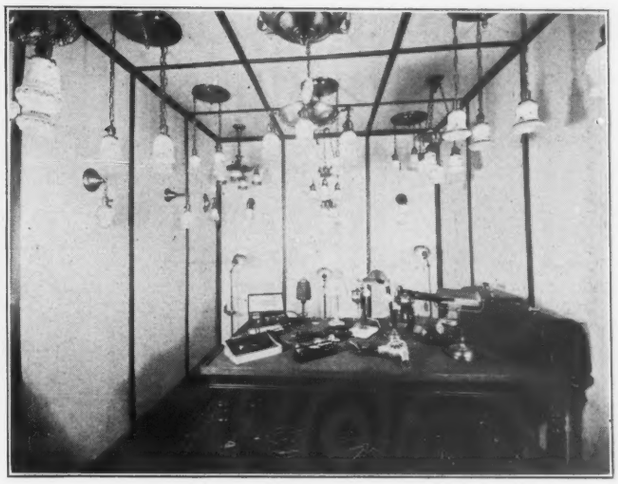
The office of the manager and the estimator is located in one of the rooms of the cottage. Mr. Spier's venture certainly proves his "willingness to try things others were afraid of."



In the dining room are fixtures of the bowl and candle type, wired with two section electrolier switches, two fixtures to a switch, so that lamps can be shown separately.



A view from the cottage dining room showing fixtures and portable lamps. This room is designed as the living room and shows only merchandise appropriate in that location.



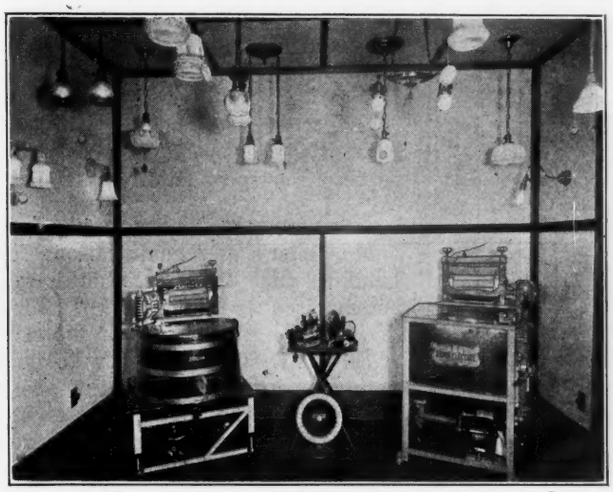
The nursery and sewing room contains less expensive three and four-light fixtures together with sewing machines, hair dryers, curling irons, vibrators and warming pads.

On the diagram the rooms look much alike, but a sincere and quite successful effort has been made to make each look different. A careful selection of colored paints was made and a different arrangement of paneling on the "Beaver" board was worked out. For instance, the 8-ft. 8-in. ceiling of room *A* is divided into individual square bays by means of ¼-in. by 3-in. wooden strips. A single fixture is hung from the center of each bay. These strips had to be used to cover the joints in the "Beaver" board anyhow but they are effective in making the room look larger. The marking tag on each fixture hangs at an exact height of 6 ft. from the floor, the string for each tag being carefully measured with this idea in view. The ceiling is finished in cream color and the walls are buff.

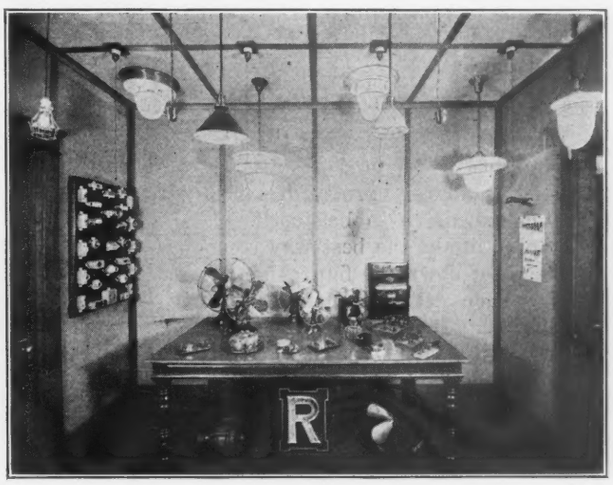
Room *B*, which contains only dining room appliances and fixtures, is finished in old rose. The fixtures are wired with two-section electrolier switches, two fixtures to a switch, so that lamps inside the bowls and pendant lamps can be controlled separately. Room *C* is finished in blue and on its table is a full line of Hamilton Beach sewing room and nursery specialties. The table in this room is arranged so that when a customer once passes behind it, the salesman can place himself in the narrow aisle entirely occupying it to prevent the customer from leaving without actually asking the salesman to stand aside. This affords a space where things can be discussed in more or less privacy and gives the salesman an opportunity to hold the customer until he has completed his sales talk.

Washing machines, ironing machines, irons, fixtures for the kitchen and bath and other domestic appliances are assembled in room *D*. It is finished entirely in white with a wainscot effect to simulate white tile. Back of it is the industrial room *E* where different systems of industrial lighting, each controlled by a different switching arrangement, are featured. On swinging sample boards, conduit fittings, cable lugs and other devices are exhibited. Even some small motor applications were illustrated. The stationary room for the store opens off of room *E* and the door to it is fitted with a jamb switch so that the valve of an automatic switch for small dark rooms can be shown. The office, room *F*, needs no detailed description.

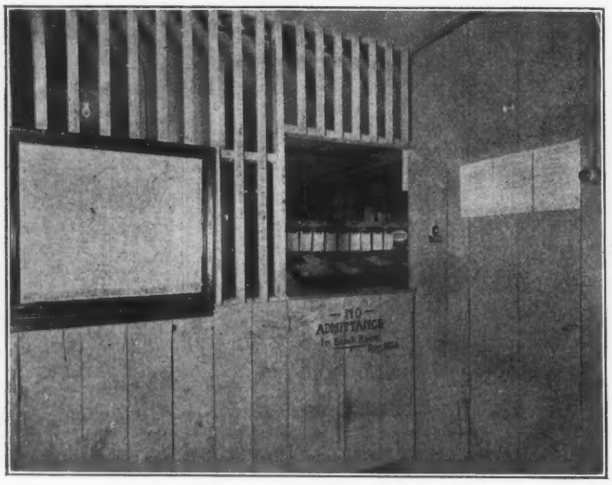
Behind these rooms is a small work room with space enough for a few men to work at the bench. A smaller



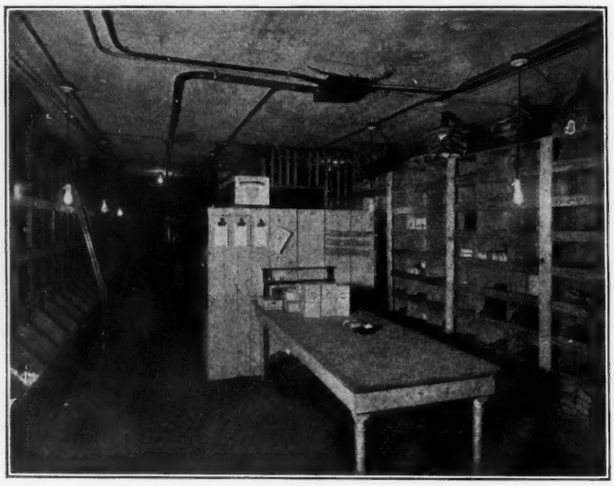
Bathroom and kitchen appliances are shown combined with simple one-light and two-light fixtures, flatirons, and other accessories for the bathroom and kitchen.



In the industrial room commercial lighting fixtures in connection with fans, motors, switches and conduit fittings are featured. Even small motor applications are exhibited



The entrance to the stockroom as viewed from the rear of the store. The stockman's desk is placed where he can see anyone entering the back door.



Some of the company's methods of stocking electrical merchandise in bins. Smaller articles are stocked in the end from which the picture was taken

bench for minor repairs is suspended above from the overhead stockroom. In this stockroom only fixture parts, glassware and standard packages of lamps are kept. The major portion of the wiring stock is kept in the basement. Just to show how many bins and shelves a contractor needs to get ready when fitting up a new place, Mr. Spier counted and measured those his men had made for broken package goods in the basement. There were sixty 18-in. by 18-in. by 18-in. shelf compartments; twenty 18-in. by 30-in. by 32-in. compartment bins; sixteen 12-in. by 10-in. by 12-in. shelf compartments; twelve 4-cu.ft. bins and eighty-four various bins of other sizes.

No attempt is made to keep conduit in the building as it is difficult to handle in and out. To provide a safe and convenient storage space for it, a conduit rack capable of holding 5 tons was built in the back yard of the store. It can be made secure with padlocks.

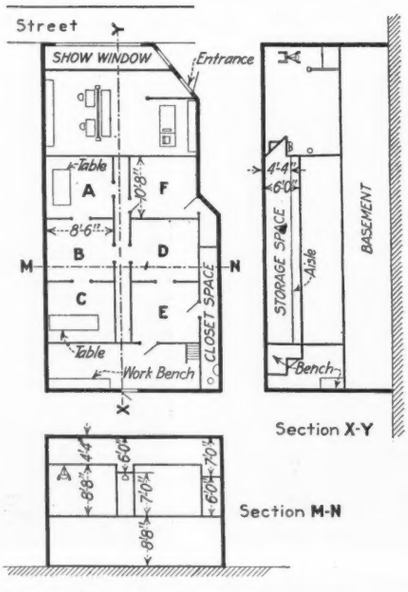
What It All Cost

Some skeptic, on viewing this layout, might be tempted to remark, "Yes, it is all very pretty, but is it not too expensive to be justified?" Mr. Spier thinks the best way to reply is to set down the figures and to let any such critic deduce his own conclusions. In the first place, Mr. Spier's rent has increased. For his little shop he paid $8 a month. This later increased to $30 as he took more space in the same location. Rent in his present location costs $100 a month. To build, wire and fit up the present form of display space cost something like $2,000 in round figures. A more detailed statement of these costs is:

Labor:		
Extra men hired by the day	$400	
Guarantee Electric Company's own men	250	
Wiring	100	
		$750
Material:		
Lumber	$400	
Beaver board	125	
Hardware	100	
Paint	80	
Tables	10	
Curtains	10	
Wire, etc.	300	
Furniture	300	
		$1,725
Total		$2,075

Accounting for Success

This, of course, must be con$idered as an investment in the business. Moreover, there is an additional investment of $3,000 approximately in store fixtures and tools. In round figures, therefore, the company has an investment in store and shop equipment of $5,000 and to this may be added about $15,000 as the value of stock on hand, making a total of $20,000. Last year without the good location and without the advantage of proper display, the company did a $60,000 business, which Mr. Spier points out is not so bad for a concern only four years old. This business is handled by seventeen people, including twelve workmen and one foreman, a man billing clerk, two girls acting respectively as bookkeeper and saleslady, and Mr. Spier. Those are the facts about the finances and the personnel of the business which has grown so rapidly in a community of 25,000 people.



Plan and elevation sketches showing layout of the Guarantee Electric Shop

Typical, however, of the economy of the management in general was the one instance of a wooden table in Room A. This table was deplorable looking when it came with the store. Mr. Spier first laid beaver board over the old top, then covered it with a $28 green billiard-table cover which he bought for $2, painted the legs—and now the table serves its purpose admirably.

Summary of Qualifications

Mr. Spier's own qualifications for handling such a business he himself summarized as follows: He had a good working knowledge of the electrical business, he knew how to sympathize and to get information about business, and he was willing to try to do things that others considered too full of grief. On the whole, he says, it has paid, and that his business snugly fitted into its new location will make it pay better.

Consider the Clearance Sale

By R. B. WOOLLEY
The Society for Electrical Development

According to the merchandising schedule of the National Electric Light Association, August will be "Clearance Sale Month." Now is the time for aggressive electrical merchants to fight that enemy to profits—"slow turn-over goods"—to clear all the shelf warmers, slow sellers, dust-collecting merchandise out of the store and start fresh. It is not necessary to wait for January to start the campaign. This article outlines the structure of a Clearance Sale. Build your own campaign to meet your own conditions, but be guided by the following plans and specifications.

WISE merchandisers usually hold clearance sales to take the slack out of slack-selling months. Usually January, July and August are the inertia days of retailing. In the electrical field the co-ordinate advertising and sales committee of the National Electric Light Association has suggested that August be styled the month of clearance sales. Co-ordinate effort is usually more productive than individual impetus. Electrical merchandisers of any community will do well to strive for unified selling action in this respect. The following suggestions will aid merchants to determine whether or not they need a clearance sale, and if so, along what lines it might be profitably conducted.

THE NEED FOR A CLEARANCE SALE OF "SLACKER STOCK"

The enemy to profits is slow turnover stocks. It's a fight to sell nowadays, and the progressive retailer keeps up a never-ending warfare upon his "slacker stocks." He is continually asking himself these questions:

1. What goods do not sell?
2. Why do they not sell?
3. What of my goods are being sold at a profit?
4. Why is this?

Before he cuts prices, or even plans a "sale" he analyzes the above. He investigates fairly. He is, above all, fair to the goods. He determines the *real* reasons why goods are leftovers, if they are; why certain stock has accumulated, why others have moved. Thus he determines whether the goods or himself (or his buyer) was to blame. In large stores failure of the goods to move is either the fault of the goods, of the buyer, the manager, or the advertising man, or an admixture of all of these.

WHAT AN INVESTIGATION WILL SHOW

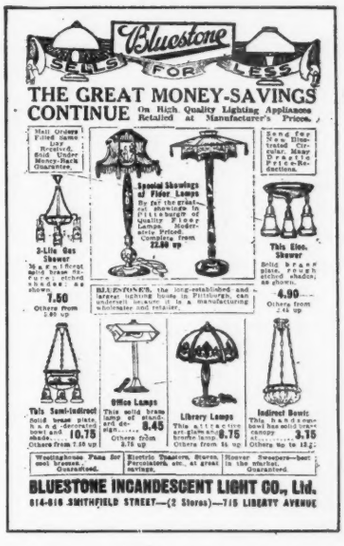
Beforehand investigation and analysis is imperative. Not only to prove what stocks shall be moved, but what lines must be discontinued, and what should be installed. The wise merchandiser makes every inch of shelf in every stock answer the emergency rollcall, give its reasons for existence. The evidence you secure now, with the present investigation and sale, will be valuable:

1. For immediate merchandising and selling.
2. For profitably cleaning up stocks.
3. For your guidance in buying new goods.

It is considered in advanced retail circles that clearance sales are to a certain extent a confession of failure, of weakness somewhere, along the merchandising line of policy. Department stores have a saying: "Every reduction in price shows a failure for the buyer." It shows:

1. Bad judgment in selecting goods.
2. Weaknesses in having paid the price the buyer did.
3. That he has less salesmanship than the man who sold the goods.
4. That he neglected the goods after putting them in stock.
5. That it cuts into the profit made on other lines of merchandise.

By remembering these facts the buyer will be more keen in the future to sell at regular prices. Therefore do not make the mistake of making





There are electrical "bargain stores" as well as those in other lines. While the "special sale" idea should not be overdone, the store that can advertise, "We sell for less" may be able to build a strong trade—provided it "delivers the goods."

reductions without careful study, criticism and self-comment for future guidance.

Before deciding upon any sale one energetic electrical merchant went through all his stocks, itemizing the lines that had not sold, and recording them. He made up a "black list" upon which he indexed all the goods that had been shown and advertised and yet not sold. He made a note not to buy these again. He made a special list of other goods, not sold, but which never had a chance. Then, as rapidly as possible, he tried them out. Advertised them, displayed them, pushed them before he cut prices on them. He said: "If people will want to pay full price on such goods, before you drop any of it, why not let them? I do not believe in cutting price on any merchandise until it is necessary."

He made another list of the re turned, repaired, damaged, demonstrated goods, odd lots, out-of-date pieces, discarded styles, etc., which were to be sold as such, after being put in salable condition. Provided with these lists and his analysis of stock plus an inspection of his inventory sheet (he took inventory in July or August as well as January) he was able to decide whether he should have a sale or not, how large it should be, what it would be worth to him to move the material, etc.

Pricing the Goods

After he made his lists the merchant acted decisively. He moved to sacrifice and clean out at once all goods that had been hanging over. He said: "Keep all your pity for the goods that haven't had a chance; unload all the merchandise on the black list before it is too late." He priced the goods to command interest, to make people *like* them for their *value*. "The point in pricing goods," said he, "is to get *something* for your old stock—*get all you can but get rid of it!*" He did not go indiscriminately through his stock lopping off a little here, and a little there. He figured carefully what profit it would be possible to secure—if any. He analyzed each stock item; he realized that *anything* he could get on *certain merchandise* would be worth while. He did not try to "cover up" bargains, as the merchandise disappeared, realizing that he could hide the results in the annual balance of profits.

A large retailer said: "Make your campaign make a multitude of friends for your store. You will have to have your nerve with you. Do not be a piker with old goods. Goods not worth anything like the price you paid for them—remember it is only *what you can get for the goods that counts.*"

It is wise to bear in mind that your sale will not be just a one-day affair but may possibly last a whole month. Special offerings should be made every day, all the time, where possible. Continuous, earnest effort is necessary. Little lots of goods may make a "one-day sale offering" but you must not depend upon them. There must be plenty of *big ammunition.* Another prominent merchant adopts this attitude: *"You must plan to buy $1,000 worth of new goods to carry out $10,000 worth of old goods with it."* He makes the new merchandise move the old, and vice versa.

Price your goods to *move,* not what they *cost you.* But use the cut prices to guide you in future buying and selling.

Display and Advertising

As is shown later, the big thing is a good name. Once that is decided on, and the goods all placed in condition for sale and operation, the store should be given a special sale at-

Twenty-one Steps to Remember

1. Select, by inventory or analysis, the stock to be given another tryout, stock to be disposed of as "bargains," stock to be sold as odd lots, out-of-date styles, models, samples, etc., and stock to be sold as rebuilt, demonstrator devices and appliances.

2. Study your cost sheets; get a definite understanding of how low the merchandise must be priced for quick clearance. There should be an honest reason for every article selected for repricing. Mark on each "tag" the reason for the special price, or place a sign on a table describing the whole lot.

3. Select the best time for the sale. Plan the campaign as far ahead as possible. August is the month of summer clearance sales in other lines.

4. Give the sale a good name. The terms "Clearance Sale," "Bargain Sale," "Special Electrical Sale" are not always sufficiently distinctive. Excellent results have been had with "Red Letter Electrical Sale," "Arrow Sale"—in which the use of red arrows, printed with the name of the sale and company, were widely used and distributed.

5. Have all appliances and devices in good working condition, ready for the sale. Sell nothing that will not give satisfaction. Have all standard goods ready for demonstration.

6. Settle beforehand the question of "guarantee"; how long you will "make good" on such devices. This applies particularly to articles that have been used, demonstrated with, repaired, etc.

7. Plan your advertising and store displays and your sales work beforehand. Do not attempt to do this after the drive is in full swing. Have a plan, and follow it through.

8. Sell your own employees, particularly the sales people on all details. Make them boosters, enthusiasts. Have they appliances in their homes? Sell them!

9. Settle beforehand the question of commission, bonuses and all such arrangements with the sales force.

10. Plan to have a demonstrator on hand and be prepared for necessary demonstrations in the customer's home.

11. Enlist the aid of your jobber and manufacturer friends. Explain your campaign to their representatives. Get their aid. They may have good suggestions for you.

12. Load up the store counters, aisles, tables, etc., and decorate the windows. Have the entire store show that there is a real "sale" going on.

mosphere. Some stores maintain a bargain table, up front near the entrance of the store, upon which specially priced devices are kept for quick clearance. Some have maintained special "bargain basements," others have a regular "bargain counter." But this sale is intended to go further, to do more. It should be made just as large an affair as you can make it. The store should be made over in so far as decorations go. The counters, the tables, the aisles and so on, should be crowded with as much goods as possible, and special placards and signs should be placed where they will do the most good. The windows should be decorated for the occasion. Bright streamers should bespeak the name of the "sale" and plainly-marked price tags indicate the saving on each device. If you have something special to offer, tell the trade, and keep on telling them until the sale is over. Remember, it's a price proposition. Play up the price, but don't forget to have the goods cleaned and polished, ready for operation.

The store advertising should follow out much of the same ideas. Show the goods in picture form. Play up the name and time of the "sale." Use larger space than usual, and follow a special style of display advertising, featuring price, terms, guarantee, your name, address and telephone number. On one day you might feature *"Telephone orders taken for goods on inspection and demonstration."* On that day you can take in orders over the phone for certain devices, which will be sent out via salesman. On other days you might advertise that special attention will be given to mail orders. Go after the neighborhood business. You remember the story of the woman who used up a gallon of gasoline in her car to motor in from the suburbs to save ten cents on a "bargain sale." People love remnants and real bargains; no store is too large or too small to conduct some such sale. Even Wanamaker's, Gimbels and such stores have regular "month end sales." Bear the *bargain* thought in mind in planning your displays and your advertising.

THE SALES FORCE AND THE "SALE"

A clearance, bargain, or any special "sale" offers unusual opportunities for the sales force. At the same time it provides pitfalls that the wary merchandiser carefully charts beforehand. Salesmen have a habit of swimming with the tide, of working along the lines of least resistance. When people are buying freely, on a price basis, the question of intensive salesmanship is quite easily overlooked and salesmen are inclined to become order takers. But when viewed from another standpoint the special sale is an opportunity for the salesman to go out and redouble his efforts and his results.

The clearance sale can be made to teach a good lesson in creative salesmanship. "It is advisable," said a retailer who has made a great name for such sales, "to show your salespeople that it is no credit to sell goods at cut prices. The only *real* selling is selling goods on their *merits*, for what they *are*, what they will *do*, before price is mentioned at all."

At the outset the force should be infused with the spirit of the "sale." Even if the merchant has only a few salesmen they should be called together and filled with the spirit of the campaign. Prime them with pep! Too many store events fall down because the salespeople are not interested and not well informed. Prove the importance of the occasion to your salespeople. They are not mind readers. Emphasize *their* importance to the store, to the campaign and to *your* success.

When You Plan a *Clearance Sale*

13. Place prominent price cards on every appliance or device, preferably showing cost-to-operate, price "as was" and price "as is" for quick clearance. If goods are damaged state the facts clearly.

14. Be absolutely square in making all prices; tell the truth in your advertising, on your cards, and in your selling statements. Do not "oversell" customers.

15. Start your advertising at a given time, using large space at first and keeping up the push. Coincidentally use the mails, whatever billboards you can get, boards on cars, signs in vacant windows near your store, etc. Get all possible publicity. If you can originate any special "stunt" that will get you and your sales into the news columns of your paper, so much the better. One dealer used "sandwich men" with special boards, another offered prizes to the prettiest store girl in town; another offered choice of a number of appliances to girl students turning in best essay; etc.

16. In advertising use plenty of pictures and display price large. Do not follow regular style of your newspaper advertising, but have special style for this "sale." Display name, exact address, telephone number clearly. Solicit mail and telephone orders.

17. Follow the advertising with personal calls. Make the "sale" sell regular goods. List all new customers for future sales effort.

18. Dwell strongly upon the special terms. These can be (a) Price; (b) Small down payment; (c) Monthly payments; (d) Guarantee of satisfaction; (e) Special "group" offer.

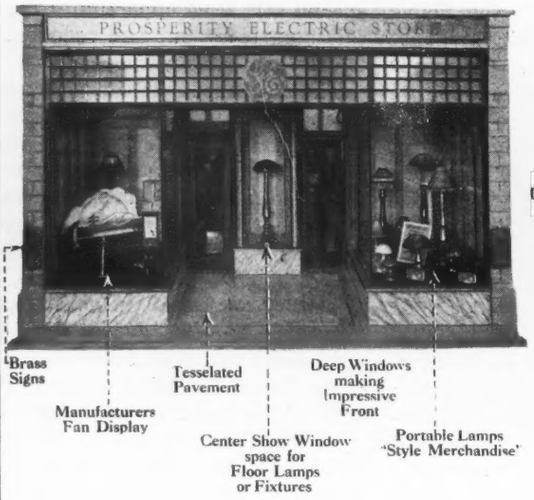
19. Remember, your sale is not just for a day or few days. Sustain buying interest by aggressive advertising and selling. Have different "price specials" daily. Change advertisements and window trims periodically. Do not let interest lag!

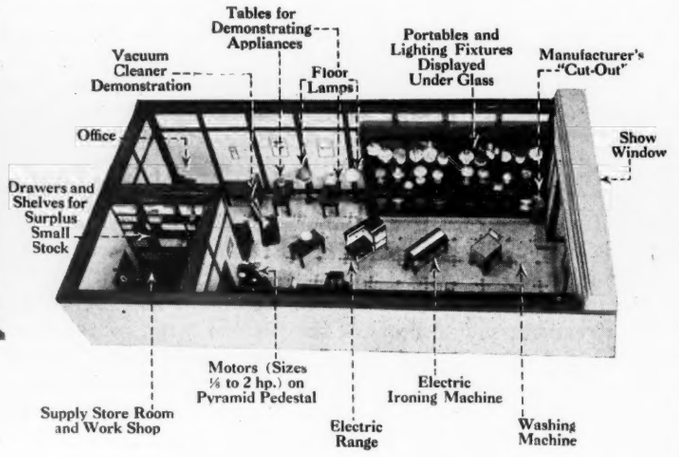
20. Make records and notes of the progress of the "sale," the discounts made, goods sold, to whom, amount of advertising, etc., for your guidance later on.

21. Finally, and this should be really the first and foremost consideration, if you can secure the co-operation of fellow electrical interests in any way for the "sale," do so. The central station can co-operate by supplying lists, by co-operating in advertising; one dealer bought out the entire "old" stocks of two fellow merchants and included them in his sale. Why not hold a "Co-operative Electrical Clearance Sale" wherein all dealers pool their stocks in a "neutral store"?

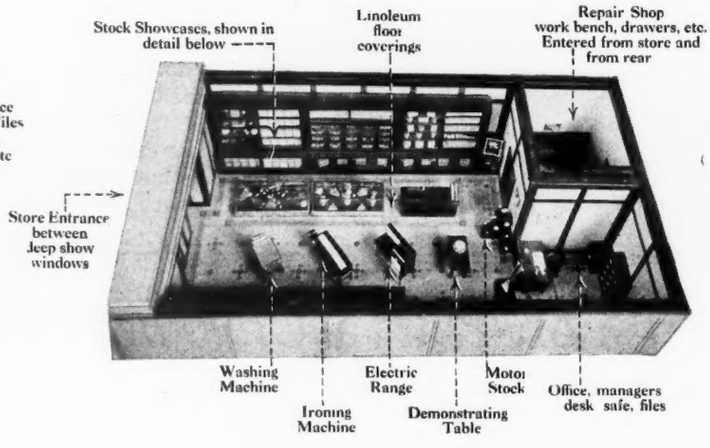
"A Store Without a Customer"

Model of Ideal Retail Shop, Constructed With Utmost Fidelity to Details and at Outlay of $1,000, to Show Principles of Store Layout

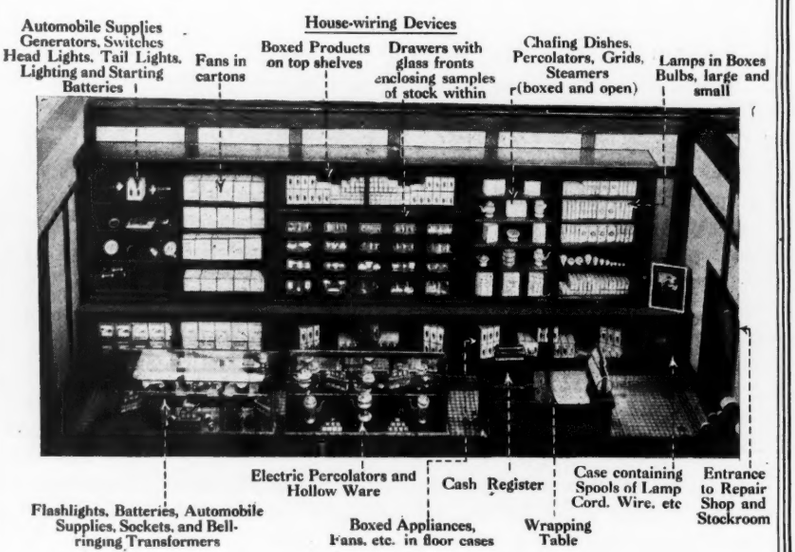








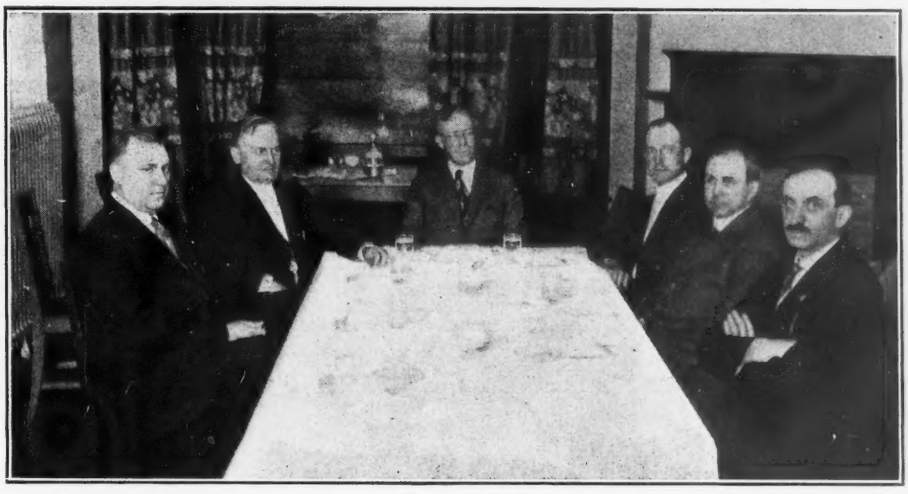
TO ILLUSTRATE the principles of electric store layout and design before conventions of electical merchandising men throughout the country, the General Electric Company has just completed, at an outlay of $1,000, an exquisite little model of an electric shop, complete with miniature store furniture, cases, appliances, supplies, office equipment, etc. The store reproduced would measure 25 ft. x 60 ft. in floor plan, and the model is on the scale of 1 in. to the foot. Some idea of the painstaking care with which the model has been executed is given by the fact that the keys of the tiny register are ordinary pins, with their heads painted and lettered. Photography was used to reproduce, on the scale of a model, the carton labels, manufacturer's window displays, and cut-outs. Linoleum is recommended as a floor covering, and for the floor of the model an actual linoleum pattern was photographed and the sections pieced together and colored. In the basement of the model store, space is presumably provided for storing heavy appliances, bulk stock, and wire. The model was executed by Howard Chesebro, of Schenectady, under the direction of W. L. Goodwin and J. A. Corcoran.



Electrical Men Profit by Pulling Together in Milwaukee

Rival Electric Leagues Merged Into the "Electrical Association of Milwaukee" Representing Six Broad Divisions of the Industry—Constitution Has Unique Features—Contractor-Dealers' Organization Working in Harmony and Making Merchants of Its Members

By S. N. CLARKSON



Directors of the Electrical Association of Milwaukee. Those shown in the picture, reading from the left are F. V. Ziekursch, A. L. Pond, treasurer; W. J. Aitken, president; G. G. Post, secretary; A. J. Sweet, and Philip Polacheck. H. E. Brauns and F. W. Greusel are also directors.

THE electrical industry of Milwaukee presents a solid front to the National Association of Electrical Contractor-Dealers convention and to the world. The Milwaukee Electrical League and the Milwaukee Jovian League have been fused into the Electrical Association of Milwaukee, and on the first of last month the initial installation of officers took place. In this new organization the industry is divided into six broad classifications, namely: Contractors, dealers, jobbers, manufacturers, public utilities, and one miscellaneous classification covering independent salesmen, engineers, etc. Immediately upon joining, each member is classified according to the business of the organization he represents. Each of these six groups is represented by one member on the board of directors, but all directors are elected by the membership at large.

The administration of the association approaches the commission form of government, in that the president is the only executive officer elected by the membership. The six directors, one representing each section of the industry, and the president, constitute the board of directors. This board elects a vice-president from among its members, also a secretary and a treasurer from the members at large. The nominations for elective office are by ballot instead of through the conventional nominating committee, and the two members receiving the highest number of nominating votes for each office, are placed in nomination.

One of the unique features of the constitution is that at least 5 per cent of the receipts each year must be invested in super-safe securities, and these securities may not be sold except for advantageous reinvestment without the approval of both the board of directors and the membership at large. The association promotes social and commercial goodfellowship among its members, it furthers the interest of the electrical industry as a whole, and it is becoming a potent factor in the civic advancement of the community. The officers and directors, their affiliated companies, and the sections of the industry which they represent are as follows:

President, W. J. Aitken, Northwestern Manufacturing Company.

Secretary and director from Public Utilities Section, G. G. Post, Milwaukee Electric Railway & Light Company.

Treasurer, A. L. Pond, General Electric Company.

Director from Contractors' Section, H. E. Brauns, Home Wiring Company.

Director from Dealers' Section, Philip Polacheck, Charles Polacheck & Brothers Company.

Director from Jobbers' Section, F. W. Greusel, Greusel-Quarfot Electric Company.

Director from Manufacturers' Section, F. V. Ziekursch, Federal Sign System (Electric).

Director from Sales and Engineering Section, A. J. Sweet, consulting engineer.

The contractors and dealers are well represented in the Electrical



One of the stores of the Piepkorn-Henning Electric Company in the Plankington Hotel Building, Milwaukee. John H. Piepkorn, one of the owners of this store is well known nationally as the secretary-treasurer of the Milwaukee Association of Electrical Contractors and Dealers.

Association of Milwaukee, which aims to help them strengthen and get more good out of their own separate organization. The Wisconsin State and the Milwaukee local branches of the National Association of Electrical Contractors and Dealers are only about eighteen months old, but they are husky youngsters and growing fast. The business of the State members amounted to about $3,250,000, and that of the Milwaukee members was about $2,200,000 for the year 1918. Both State and local organizations planned to make every member a merchant, and are succeeding so well that the 1919 business of the old members will greatly exceed last year's figures, without counting the increase due to larger membership.

The change for the better which has been effected in the electric stores and workshops of Milwaukee, since the organization of the Contractor-Dealers Association, is simply remarkable. Some of the leaders in the organization to-day who have extensive, well-appointed stores, in good retail locations, were in some basement or hole-in-the-wall locations before the organization made them merchants. One of these men said: "A year ago I had no store; it would be complimentary to even call it a stall." Now this man has a store on a par with the best in town. This is not an isolated case, however; there are many other members doing a contracting, a motor-repairing, and a retail business, who have the same general story to tell. It is not surprising, therefore, that the Association of Electrical Contractor-Dealers is strong in Milwaukee.

Eighteen Ways to Use The "Quality Electrical Work" Placard

To help our readers in promoting the idea of "Quality Electrical Work" with their own customers and local public, the publishers of ELECTRICAL MERCHANDISING include as a supplement to this issue a card for window or outside use. Additional copies of this card may be obtained on application to ELECTRICAL MERCHANDISING. The text of the card may be reprinted, if the user prefers, and utilized as follows:

In windows.
In or on showcases.
On auto glass wind shields, and on delivery wagons.
Reduced, as labels on packages.
Cards to be tacked up on jobs.
Reduced, on stationery.
On lantern slides for moving picture shows.
As cards in exhibition booths.
In newspaper ads.
As stickers (small) on letters.
As stuffers in booklets.
On blotters.
On post cards.
In folders.
As car cards.
As calendars.
As painted signs.
On business cards (back)

College Students Make Good as Summer Salesmen

THAT college men who have to work in the summer to pay for their tuition make the best salesmen any one could employ, is the opinion of O. R. Hogue, head lighting agent of the Commonwealth Edison Company, Chicago.

"The employing of under-graduates during summer months for the past few years has proved very successful." says Mr. Hogue. "The college man as a rule is a high-minded man who has an extra amount of ambition and is willing to broaden his scope of knowledge and sacrifice his summer vacation to obtain selling experience.

"Employing these men is probably new to central stations, but undergraduate students have been selling everything, including books, for many years. I know a good many who have been forced to accept employment in order to pay their tuition. They are probably the best selling men anyone would care to employ. In the other desirable class are the ambitious students who are seeking further knowledge in their spare time.

"The idea was first presented to us by a committee from universities. We were pleased to learn that the students would tackle house-to-house canvassing. I can assure you, they all made good. This is one of the hardest selling propositions I know. As our campaigns are house-to-house canvassing, or back-door canvassing, we send a wagon-load of irons, toasters, percolators, etc., and each salesman carries samples to the home and demonstrates. Our average sales for ninety days have amounted to 20,000 pieces, which will bring in $100,000 or more a year income."

Mr. Hogue added that his company intends to employ high school boys, too, on a commission basis—"the more the merrier."

Channels of Retail Distribution

The Trend Toward the Specialized Electric Shop of the Contractor-Dealer, Noted in Address Before Saratoga Convention of New York State Association of Electrical Contractors and Dealers, June 25

By SAMUEL ADAMS CHASE

MR. CHASE said, in part: Central stations have been the pioneers in the sale and distribution of incandescent lamps, but this channel of distribution has been marked with beacons of free renewals and cut prices, luring the industry not to a haven of safety but to a rockbound coast of disaster.

Now this channel of distribution has changed to one through the jobber, contractor-dealer and central station, and is to-day clearly marked by beacons of ethical merchandising and intensive selling, with absolute fairness in competition on the part of the competing groups. And the contractor-dealer with a well-located, attractive retail store now plays an important part in the distribution of lamps from the manufacturer to the consumer.

CENTRAL STATION WAS THE PIONEER

The electric flatiron, washing machine, vacuum cleaner and other household appliances were introduced principally by the central station, which did the pioneer work for these appliances as well as for incandescent lamps. It is my belief that the central station, on account of its organization, prestige, financial responsibility and desire to add kilowatts to its lines, will always be the logical pioneer and lead the way for the jobber and contractor-dealer in household current-consuming devices. Indeed, it would be very unfortunate for the manufacturer and for the consumer, if the central station should go out of the retail business properly conducted on an ethical basis. Most central stations will always carry the introductory or development expense of placing new current-consuming devices on the market. It is therefore up to the contractor-dealer to co-operate and take full advantage of the demand created.



Co-operating with W. L. Goodwin (on the left) in his educational work, the author, Mr. Chase (right), has been touring the country, addressing meetings of electrical men, literally "from Maine to California."

The hardware, dry goods and drug stores and other kindred merchants have probably done more to advertise electrical merchandising products than other distributers, but I do not always approve of the character of their advertising because, like some central station advertising, their principal story has often been "cut prices." With, however, recognized business ability, attractive stores and display windows, and unquestioned financial standing, the call of the "cut price" siren has been so alluring that it has wrecked many a manufacturer's ship in the channel of distribution to the consumer.

OTHER MERCHANTS MAKE IT EASY FOR HOUSEWIFE TO BUY

Each of these groups, however, creates and obtains a certain amount of business which ordinarily could not be obtained by strictly electrical concerns, *principally because these merchants make it easy for the housewife to obtain electrical appliances.* Their stores are attractive, located in the shopping district, and are in charge of capable sales organizations. These merchants will continue to increase their electrical departments and sales, and will attract manufacturers, as being one of the efficient and economic channels of distribution to the consumer, unless the contractor-dealer becomes alive to the situation and the necessities of the public, and parallels the methods of these merchants.

THE SPECIALIZED ELECTRICAL RETAILER

The benefits of scientific merchandising, practical trade co-operation and organization—as advocated by Mr. Goodwin and familiar to you all, and ably supported by the electrical press, manufacturers, jobbers and central stations—will unquestionably result in making the specialized "electrical retailer," whether he be central station, jobber or contractor-dealer, the dominating channel of distribution from the manufacturer to the ultimate consumer.

I am firmly convinced that an aggressive sales policy on the part of the contractor-dealer, in co-operation with the jobber; the maintenance of high-class specialty shops; the taking of an active interest in his association, and the encouragement of friendly relations with the manufacturer, central station, consulting engineer, builder and architect, will all act to widen and deepen the channel of distribution of the contractor-dealer until this channel will become a dominant factor in the distribution of materials. And I believe all this will mold the policy of the manufacturer toward a definite decision to recognize the contractor-dealer, in the future, as being the most economic and effective distributer of resale products.

Sanders Plays the Dove o' Peace

and Charms the Competition

An Experience in Adamsburg in the Opening of a Branch Electric Shop by "An Outsider."

By EARL E. WHITEHORNE

I KNOW a contractor in a Connecticut town who ought to be working in a city seven times the size, because he is too good for his small local opportunity. I have asked him why he doesn't open up in another town also. He doesn't see just how it can be worked.

I know a jobber in a Pennsylvania city who is too big for his territory. His business is successful and it grows, but it's not big enough for the power that is in him. He needs more population and more scope. I asked him why he did not open up another house in another city that is waiting, further west. He wants to, but his directors are over-cautious. They won't take a chance on a sure thing.

I know a man who has been operating an electric shop in connection with a regular contracting business. He has been most successful in developing the market for household appliances and has built up a working staff that is accomplishing things. He has just extended his activities to another not-far-distant city, and opened a second electric shop, with experience and results that should be studied by the hundred other men who ought to do the same thing. If you are bigger than your town, here is encouragement.

The last man, as anyone who read the March issue of ELECTRICAL MERCHANDISING might suspect, is J. P. Sanders, of Middleboro, Ohio. If you do not know him it will pay you well to read back through the last year's file a bit. In a series of articles I have given the details of the methods, policies and principles that have been responsible for one of the most interesting successes that this new business of retailing electrical merchandise has developed. Sanders has built up a going store. He has worked out a rental service that is providing electric clothes washers, ironers, flatirons and vacuum cleaners to a large number of Middleboro homes—and selling them one by one. He has made big progress in selling farm plants. He has worked up a man-sized business in a two-fisted way, and of course, the news has leaked out.

So when the general manager of the Adamsburg Light & Power Company got the idea of establishing a co-operative electric shop, of which his local contractors were to be stockholders, he asked Sanders to undertake its management. The scheme fell through because the contractors could not quit quibbling and get together. Therefore, the opportunity being really an exceptional one, Sanders and the G. M.—whose name is F. G. Granger—decided to go it alone. And they have.

They made up their minds in February. Last month, after having received two urgent letters from J. P. and one from Granger, I went up to Adamsburg and looked things over. Adamsburg is in western New York, about 100 miles from Middleboro. They wanted me to see the new store, because I sat in on the meetings when the co-op. plan had been sprung. I tried hard to help them put it over. But the contractor bunch could not seem to forget that they were no longer wire-men and remember they were business men, and so while they were squabbling on who was going to eat the pie, the cat got it—or something of that sort.

Both Sanders and Granger met me at the train one afternoon and we went over to a prominent corner on the main shopping street—Iroquois Avenue—and there beside the best department store was "The Sanders Electric Shop," going full blast. "We gave it this name," said Granger, "for several reasons. Sanders and the Adamsburg L. & P. are stockholders, and we are financing the deal at the outset, but it is better to set the business on its own feet and keep our name out of it. Also, Sanders is a contractor, a new-comer and will naturally have local sympathy."

"Nobody knows how much I need that stuff!" said J. P.

It was the right dope, however, and everything was apparently going fine. It was a good store, well fitted out with a good big window, plenty of wall cases, counters and tables, and a space in the rear in which a room was built like a tiny bungalow, just growing there, indoors—roof, windows and all. Inside was one room with a full set of household labor-lightening appliances and all the properties that are needed for their practical demonstration. It had every feature of the Sanders store in Middleboro, but I am not going into details. The interesting point to me was the way in which this branch store had been installed and organized.

"Tell me, J. P.," asked I, "was it easier this time than when you put in your Middleboro store? Did you find that you could make your working organization cover both and get a running start?"

"It ties in fine," he said, "it really surprised me.

"Of course, the details of finding a store and getting it ready were as troublesome as ever. We were lucky in landing this location. The man who was here died and we jumped quick and took his lease from his estate. The decorating and the furnishing was simplified because we followed the arrangement of the Mid-

dleboro store. We have introduced a few improvements, but the general plan is just about the same. In selecting stock we had our Middleboro experience to guide us, and our Middleboro storeroom to draw on, so we got a full outlay on hand without much trouble. But the place where it helped the most was in the actual organizing and the early operation."

And here's what happened, as Sanders outlined it. In the first place, they had in Middleboro a complete bookkeeping system and a full set of forms —stock cards, cost sheets, cash, charge and credit slips, order pads—the entire necessary accounting gear to run the store and the contracting business, without any makeshifts or indecision. They had a full-formed cost and pricing policy established and knew where they were at. They simply duplicated all this equipment and shipped it over to Adamsburg and there it was all ready.

When it came to personnel, they went about it in the same way. At the head of the Middleboro store Sanders had a man and a woman. The man was a manager, and Miss Norton was in charge of outside selling and all demonstration work. The foreman of his wiring department practically ran the contracting business—that is, the general estimating and inspection. In the store were a bookkeeper and another girl who sells. Sanders, as soon as he had decided to go to it in Adamsburg, at once hired another inside saleswoman and an assistant bookkeeper, and put them to work in Middleboro to learn the game. They had two months of schooling—longer for the girl—before the Adamsburg store was ready.

Then Sanders sent the regular Middleboro bookkeeper to Adamsburg to get things started right. He went there and boarded, coming back to Middleboro every Friday afternoon for the week-end. This gave him a chance to be with the new man in the Middleboro store for a half day on Saturday morning and check him up and coach him along. But the experienced saleswoman stayed where she was, while the new girl went to the new store and stayed there. At the same time Miss Norton and the manager, Fitch, alternated between Middleboro and Adamsburg. For two weeks Fitch was home and Miss Norton was in Adamsburg. The next two weeks they changed about. Sanders himself jumped back and forth as was necessary.



"I took each of them all over the place and explained every last thing, from the stock room to the safe. And when they left I made it clear to them that what I wanted to do was to *develop more business in Adamsburg*—not just take orders away from some one else."

The matter of keeping stock they handled in the same way. They got a new man and worked him for a month in Middleboro as assistant. Then the regular Middleboro stockkeeper went to Adamsburg and got things started. In another month he will turn over the new store to the new man. Likewise they shipped a good wireman over to Adamsburg to act as foreman there, and hired another man and a helper locally when the store opened, as the nucleus of the wiring force. These men had work to do immediately, because inquiries which are daily received by the lighting company were referred to them, just as they are to the other local contractors. They got their share at once. And sales from the store naturally responded promptly to the advertising that was done and the attention which the conspicuous window immediately attracted. Then Sanders pulled a little bit of artful diplomacy that should have put a medal on his manly bosom.

"Let me tell you what I did next, E. W.," he said, as we three were dining at the Wampum House, and they were telling me the story in detail. "I bet I had these local contractors more surprised than when the war broke out. Here was the situation. Granger and I had tried to get 'em all in as stockholders of a co-operative electric store, but they wouldn't co-op. 'All right' said we. 'Go way back and rest in the shade. We'll run the store ourselves and when you birds wake up, you'll see by the face of the clock that the alarm went off some time ago.'

"Well, you can see just about how popular I could expect to be with the local bunch, especially if we made this store a big success. Here I was, an outsider, hornin' in and with the backing of the L. & P., notably building up a real store where none had been before, but apparently snatching the business away from them. So when the store here had been going for about ten days and was doing nicely, I came on and spent a week in harmonizing. And it was an interesting experience.

"I called up each one of the Adamsburg contractors, one by one, and said I wanted to drop in and talk to him a few minutes. When would he have a half hour's leisure? I made appointments. Then I ran around in the Electric Shop car and said,—'Come on, hop in here. I want to show you something and I'll bring you right back calm and sober.' Of course, they had a human amount of curiosity and came. I brought 'em

right back here to the store and I stood 'em up and wagged my finger at 'em and I spoke as follows—

" 'Look here!' " I said. " 'Granger and I asked you to come in on this deal with us. We wanted to make it a co-op. store. You wouldn't. Maybe you were right and maybe not, but anyway we've gone ahead without you and we're going to do a lot of business. Now there are two things I'm afraid of.'

" 'What's that?' says 'ee.

" 'I'm afraid that you and the other Adamsburg contractors may be sore at me because I'm an outsider or that you may think because Granger is backing the deal, that I am getting more than you are from the L. & P.' "

"At this point," suggested Granger, "the contractor, being honest, said a lot of nothing, with great emphasis."

"Well," continued Sanders, "I explained. I told each one of them that though he hadn't gone in with me in the store I was going to run it just as open as though he had, in everything except the division of the profits. I was going to put a nail in the inner office where his hat could hang. I was going to open my books to him and show him exactly what I was charging for every appliance, what I was making on every wiring job. He could have samples of my office and job forms, and adopt 'em if he wanted to. He could study my bookkeeping system, my stockkeeping methods, my selling policies, anything I had. He could come if he wanted to and compare estimates on a wiring job before or after, if he wanted to. He could act just as he would if he was a stockholder in the store and I'd be glad."

"Did you provide these guests with smelling salts, J. P.?" I asked.

"No," he said, "but it upset some of 'em a lot. They had had it all planned that I had got to be an enemy, and here I was talking like a darn fool friend. And I took 'em around the store and introduced 'em to everybody and said—'Miss Clark, Mr. Briggs is a great friend of mine and Mr. Granger's, and a rooter for the store. When he comes in just wrap the place right up and hand it to him if he wants it. Answer any questions, just as you would to me.'

"I took 'em all over and explained every last detail from the stock room to the safe. And when I left I just explained to them that what I wanted to do was to *develop more electrical business in Adamsburg*—not just take orders away from someone else. I believed that my system was a good one that would bring up any contractor's business. If so, it would help them, maybe, and if they used it they would build up more market too and that would help us all. So the lid was off."

Well, Sanders spent a week at this little honest, open-handed, dead square game, and every electrical anybody in Adamsburg was talking about it before long. The editors of the local papers heard of it. The Board of Trade bunch heard of it. The general public heard of it—for Adamsburg is a small, well-rounded little up-state city where the news sifts around. It was a little stroke of genius that just put the Sanders Electric Shop in right.

The methods they have used in sales and advertising are practically the same that Sanders used in Middleboro, so I won't describe them in detail. They are all told in previous articles, published throughout the past year in this same magazine. He is getting started well. Later on the "Household Labor Saving Service" will be organized and the "Factory Fix-it Service" and the "Farm Light and Power Service" and the other stunts that have made good in Middleboro. And they'll make good in Adamsburg no less.

"J. P.," I said, "at times I've flattered you by calling you a Wallingford. Now you go acting like the Dove o' Peace. To what do you attribute your elastic personality, Mr. Sanders?"

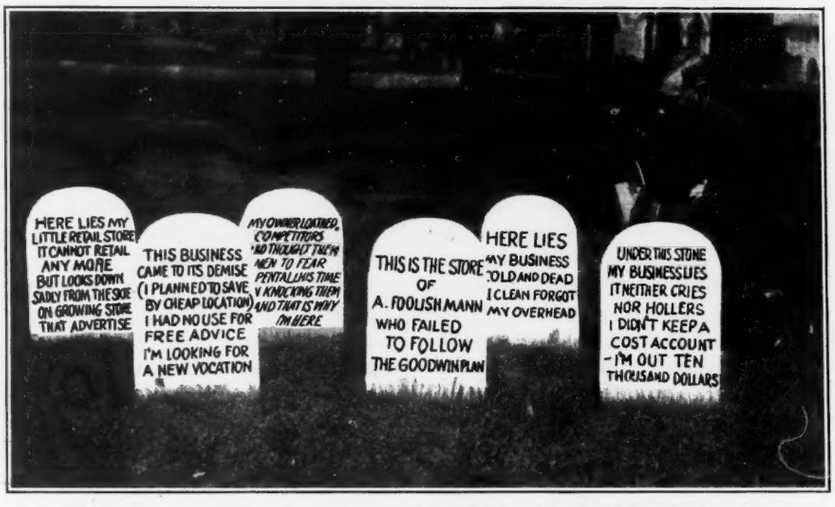
"Why, Mr. Whitehorne," chirps J. P., "frankly, I lay it all to my great craving for notoriety. Every time I do something like this along comes some hungry devil of an editor and laps it up and turns it into a story in some magazine and gets $4 for it to feed the wolf. That counts me another ten—"

"Hm!" says Granger, "I think you fellows are kidders."

Have You Room for a Discharged Army Officer?

Announcement is made by the War Department at Washington that the names of a number of honorably discharged army officers who served in France and who are experts and technicians of all kinds are registered at its main office in Washington. The electrical field is included, and Arthur Woods, assistant to the Secretary of War, is appealing to all employers to survey their field to ascertain whether they have need for some such men. "A word to my office by mail will result in a selection of names best suited for the opportunity in hand, taken from our carefully classified file," says Mr. Woods.

Why Some Electrical Businesses Fell Sick and Died—As Revealed by a Novel Convention Exhibit



J. A. Corcoran, manager commercial service department, General Electric Company, Schenectady, N. Y., comes upon the last resting places of erstwhile contractor-dealer businesses which failed to follow the Billgoodwin Plan. Corcoran transported tombstones and all to the New York State convention at Saratoga Springs last month, to show other electrical merchants how to keep their businesses from likewise "pushing up the daisies."

Electrical Merchandising
The Monthly Magazine of the Electrical Trade

Volume 22—July, 1919—Number 1

PUBLISHED BY McGRAW-HILL COMPANY, INC., NEW YORK

The Contractor-Dealers' Convention at Milwaukee

THE convention of the National Association of Electrical Contractors and Dealers at Milwaukee, June 14 to 19, takes place at a historic moment in the electrical merchandising industry.

At a time when heating appliance sales are running five to eight times those of last year, when washing machines and vacuum cleaners cannot be delivered fast enough to meet the public's demand, and when the public is spending war-accumulated means prodigally for labor-saving and convenience devices, the contractor-dealers' association will surely want to dismiss organization troubles and turn to, with all hands, to work out an attack on the real problem—how the contractor-dealers are going to seize this great appliance merchandising opportunity which has overtaken them, and which will soon speed on, leaving them behind if they do not quickly prepare for it.

Questions of dues can go over while members discuss ways to swell their incomes twelve or twenty-fold. Constitutional amendments can wait, but the public's demand for electrical appliances will not, nor will the contractor-dealer's hardware store, department store and house furnishing competitors courteously stand by much longer.

We hope that there will be little parliamentary discussion and much merchandising talk and activity at Milwaukee. Hunting clubs do not sit down and argue house rules when big game goes by.

An Opportunity Overlooked

FULL consideration has not always been given by central station sales departments to the income possibilities of portable lamps. As long ago as in the 1917 report of the National Electric Light Association subcommittee on profitable appliance business, it was stated that "the portable lamp supplies a substantial merchandising profit. Its popularity is increasing every year because manufacturers are producing attractive designs and useful applications. The estimated average income is $6 per year." This may be compared with other income estimates of this committee—electric flatirons $6.70, percolators $4.20, toasters $3.75, grills $3.50, water heaters and disk stoves $2.00, chafing dishes $1.50.

The sale of portable lamps has not been advertised and pushed to anything like the extent of the other devices mentioned, although a start is now being made. The question naturally arises as to how many more portable lamps could be sold if they were given given the attention to which they are entitled from a revenue producing point of view. They add to the central station revenue every day, carry a substantial merchandising profit and are, generally speaking, easy to sell.

Keeping the Farm Plant Sold

IN those good (?) old days when "Let the buyer beware" expressed the universal spirit of business far more than it does to-day, a sale ended abruptly, and none too cordially, when the buyer passed over his coin. Under the spirit which dominates business to-day, and which is so well expressed in the words "He profits most who serves best," a sale ends when the article sold dies a natural death at the end of a long lifetime.

This new and better trade policy applies especially to electrical appliances and installations, and to none more than to the farm-light and power plant. For it is what the plant will do after it has been paid for that is bought, even more than just the plant itself. So maintenance is the big word in the farm-plant business. And on it the future of the business depends perhaps more than on any other one thing.

Hence this suggestion: Pick out the most competent electrical contractor in every community where your plant is sold, and make him your expert "service man." One manufacturer is doing this. All should, or else provide some other way whereby the farmer may get electrical attention for his light plant just as quickly as he gets medical attention for any member of his family who may suddenly fall ill. This is the way to keep the farm plant sold, retain the farmer's good-will, and keep the business and profits on the map.



Volume and Turnover

THE electrical trade is learning a lot of new words—*volume* and *turnover* for example.

The merchant who buys in quantity gets the best price. But when he buys in quantity and the goods remain too long on his shelves, the advantage is lost. The problem is to balance volume and turnover.

Specialization is the short-cut to volume. If a dealer sells 100 flatirons a month, of four different makes, his buying power with any one manufacturer is only 25. If he restricts himself to two makes his buying power with each manufacturer is 50. And if he specializes on one make, his buying power is 100.

A sharp pencil is the secret of turnover. If the merchant sells 100 flatirons per month, he may be tempted to buy a ten month supply, or 1000, and thereby earn an extra 10 per cent on the price. On that basis, and figuring his ordinary net profit as 10 per cent, he would be making (in very round figures) some 20 per cent in ten months on his invested capital. But if he buys irons in 100 lots, month by month, he will (again in approximate figures) make 100 per cent in ten months on his invested capital. In actual cash he would make more by buying in volume, but in *percentage on money invested* he would make more by rapid turnover.

Which is preferable? Figure it out for yourself.

HINTS FOR THE CONTRACTOR



Ideas on Estimating, Stock Keeping, Shop and Construction Methods, and Collections

A Code of Practice for Electrical Contractors

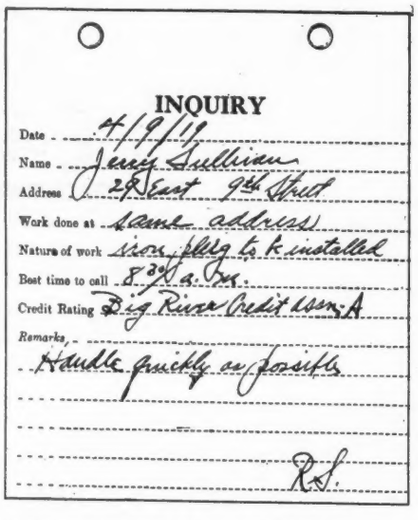
The Boston district of the Massachusetts state association of electrical contractors and dealers recommends the following code of practice to its members.

1. That the electrical contract be a separate and distinct contract with the architect, engineer or owner, and not a subcontract under a general contractor.
2. That, in the interest of service to the owner, provision be made in the contract permitting the electrical contractor to receive payment for all material required for the job which is delivered on the site of the work.
3. Each contract shall provide for the prompt payment, and require final inspection and payment in full within thirty days of the completion of the work covered by said contract, regardless of the final settlement for the building as a whole, or for the work of any other trade.
4. To insure unit responsibility for the entire electrical work that everything pertaining to the electrical equipment be included in the electrical contract, such as motors, compensators, generators, main switchboard, lighting fixtures, and such other apparatus as may be contemplated for the complete equipment.
5. The standard form of contract of the American Institute of Architects is to be the basis used for all bids, unless otherwise mutually agreed upon.
6. The contractor shall not be responsible for loss due to any delay in the execution of the contract, when such delay is in no way the fault of said contractor. The time lost by reason of strikes, lockouts, fire, washouts, delays by transportation companies, or any other cause over which the contractor has no control, will be added to the time of completion of the work by the contractor.
7. The contractor does not estimate on or include any charges for cleaning, removal of rubbish, patching or repairing of plaster, brick or terra cotta work, breaking of glass, office or telephone service, water, light, heat, fire insurance, use of general gangway, scaffolding, use of hoisting facilities, stenographer, watchman, erection of temporary structures, inclosures or stairs, or any other similar charge, unless mutually agreed upon in advance.
8. The contractor shall not be required to cut any work except his own, and shall not be required to cut, alter or remove his own work if due to any cause for which he is not responsible.
9. If the regular and normal progress of the work is held up due to extras or changes or any other causes over which the contractor has no control, an interference or interruption charge shall be made, depending on the extent of the interference or interruption.
10. A fair price will be charged for drafting or engineering services when the contractor is called upon to render such services.
11. The contractor shall not include temporary work in his estimate unless the quantities are distinctly stated. In no case should it be included in an estimate of maintenance or cost of current, except on a percentage basis.
12. "Cost" shall be understood to mean cost of material and labor, and the administrative or overhead expense of the contractor.

Making Business Out of Inquiries

BY EDWARD H. DAVIS

There is no legitimate excuse for the business man who forgets a customer's inquiry. Usually it means lost business. Always it results in some loss of confidence. But even the best memory is likely to fail on occasions if it is trusted to carry a burden too great.



INQUIRY

Date 4/9/19
Name Jerry Sullivan
Address 29 East 9th Street
Work done at same address
Nature of work Sign flg & k installed
Best time to call 8.30 a. m.
Credit Rating Big River Credit Assn A
Remarks, Handle quickly as possible
RL.

Making a record of all inquiries gives assurance that no business opportunities will be lost. The blank shown above has acted as a business developer for a Middle Western contractor-dealer.

To keep out of such trouble a Middle Western contractor-dealer has developed an "inquiry" blank which he has printed in duplicate. The original is white, the carbon copy yellow. On it are places for the date, the name of the prospective customer, his address, the address of the place where work is to be done, the nature of the work, the best time to call, his credit rating and space for remarks. One of these blanks is filled out each time any chance for business is mentioned either in personal conversation or over the telephone. The original is kept on file until the work is done. The carbon copy is given to the foreman or the workman for his guidance when he starts out on the job. The manager of the business claims that these inquiry blanks are a real factor in making a large part of his inquiries produce actual business.

"My Employees, My Competitors and My Customers"

A New York contractor has outlined the following "policy statement" concerning his dealings with his employees, his competitors and his customers:

My policy with respect to my Employees:
1. To engage a high grade of help.
2. To pay a fair salary and expect a fair return.
3. To treat them with consideration.
4. Not to expect something for nothing.
5. To offer constructive criticism instead of destructive criticism.
6. To give them steady employment.
7. To let them know their services are appreciated.

My policy with respect to Competitors:
1. To consider them as honest men engaged in an honest business.
2. As willing to help me out in emergencies with help or information.
3. To work with them in an effort to improve conditions in the business through associations.
4. To speak well of them on all occasions.

My policy with respect to Customers:
1. To make good on all promises.
2. To treat them with courtesy at all times.
3. Not to take advantage of their ignorance of matters electrical.
4. To handle their complaints with dispatch.
5. To keep their equipment in continuous operation.

Getting House-Wiring "Leads"

House-wiring "leads" are obtainable in many ways. Some of the more satisfactory are through regular examinations of building permit applications, press accounts of new construction contemplated, card record surveys of districts or wards, lists of real estate owners and occupants, and from insurance maps and commercial weeklies.

A Correspondence Course in Factory Lighting

For the benefit of contractors, central station lighting salesmen, engineers and others interested in the layout of lighting, the Ohio State University, Columbus, Ohio has prepared a course on illumination, with particular reference to industrial lighting.

The course is unique in that it is composed of twelve lessons based upon the study of current trade literature, manufacturers' catalogs, booklets, etc., and will include definitions, requirements of good industrial lighting, data on illuminants, data on reflecting and diffusing media, general notes on illumination design, illumination design for individual locations, lighting layouts, office lighting, the lighting of roadways, passageways, yards and boundaries, wiring methods and lighting control, and lighting costs.

Prof. F. C. Caldwell, who is in charge of the electrical engineering of the university, has prepared the course. Each lesson includes a number of practical problems and covers two or three printed pages, 8½ x 11 in. The subscription price to the course is $2. Inquiries regarding the course should be addressed to Professor Caldwell at the university.

In explaining the most unique phase of the course, the use of the trade publications, the prospectus says:

"One result of the rapid development of good lighting is that the best available text-books are to a large extent out of date almost before they are off the press. We are therefore confining the work of the course mostly to these letters and to that most up-to-date form of technical literature, the trade publications. We are fortunate in the large amount of good material that is available in the lighting field."

Omission In 1918 Edition of National Electrical Code

In the 1915 edition of the National Electrical Code the second paragraph of Rule 23, Section a, read as follows:

"Where the switch required by No. 24a is inside the building, the cut-out required by this section must be placed so as to protect it, unless the switch is of the knife-blade type and is inclosed in an approved box or cabinet, under which conditions the switch may be placed between the source of the supply and the cut-out."

Through an error this section was omitted when the 1918 edition was printed.

The electrical committee of the National Fire Protection Association has voted that the matter be given the widest publicity in order that all interested parties may be advised that this section was inadvertently omitted and is still applicable.

A Machine that Tests Pull-Sockets



This little machine was designed by Oscar Carmen, the rotund representative of the General Electric Company at Indianapolis. Oscar used it to prove that a pull socket ought never to wear out. When he exhibited it at the Delco-light convention the register showed a total of more than 24,000 revolutions and no socket failures were recorded. If a socket were operated three times a day in average use it would, on this basis, still be doing business at the old stand after a life of twenty-two years.

Trimming Belt Ends for Joints

BY E. H. JACKSON

Where the ends of a belt are being trimmed—that is, cut down to a wedge end for an endless splice—a broad wood chisel, the cutting end of which has been ground to a convex shape, is a convenient tool for the roughing stage of the process. After the roughing has been done the belt ends can be finished off with a sharp carpenter's block plane and then scraped to a smooth surface with the edge of a piece of glass.

The Merchandising Alphabet —A Convention Feature

Here is the ABC of successful merchandising by the electrical contractor-dealer, as presented by J. A. Corcoran, manager of the commercial service department, General Electric Company, Schenectady, N. Y., in a talk before the New York State Association of Electrical Contractors and Dealers, at Saratoga Springs, N. Y., in June. Each phrase was lettered on a large card and held aloft as the alphabet was read:

Accurate cost system.
Bad debts avoided.
Courtesy to customers.
Discounting of bills.
Estimates—not guesses.
Fair dealing.
Goodwin Plan followed.
Help your organization.
Immaculate store.
Judicious stock selection.
Knowledge of market.
Location—central.
Mailing lists kept alive.
Newspaper advertising.
One price to all.
Profits figured on selling price.
Quality goods.
Repair department.
Store arrangement attractively.
Turnovers made rapidly.
Use manufacturers' dealer helps.
Value given for value received.
Window displays.
X-cell in salesmanship.
Yearly inventory.
Zeal for progress.

Where to Look for Electric Pump Troubles

When a farmer buys a motor-driven water-works system to operate from his farm-lighting plant he wants it to work. If it does not, he quite naturally is "peeved." At that stage of the game the dealer or salesman who can help him make it work can make a staunch friend and supporter—and possibly a customer. Consequently wide-awake agents have studied pump troubles. These men find two causes for the most of the trouble. The first cause is a leak in the suction line that will admit air. This trouble can usually be located by looking over all pipe connections. The second principal cause for trouble is voltage drop in the wiring to the pump motor. This usually will be found where the pump is at a considerable distance from the lighting plant. It can be corrected by using a larger size of wire, but it does not pay to attempt to carry current at great distance on a 32-volt system.

A Dozen Don'ts Concerning Storage Batteries

Don't over-discharge battery or discharge it at too high a rate.

Don't let battery stand discharged.

Don't let acid fall below top of plates.

Don't short-circuit battery.

Don't use anything but distilled water for refilling.

Don't use commercial acid—buy storage battery electrolyte.

Don't allow metal tools to come in contact with battery.

Don't allow acid to spill over the top of battery.

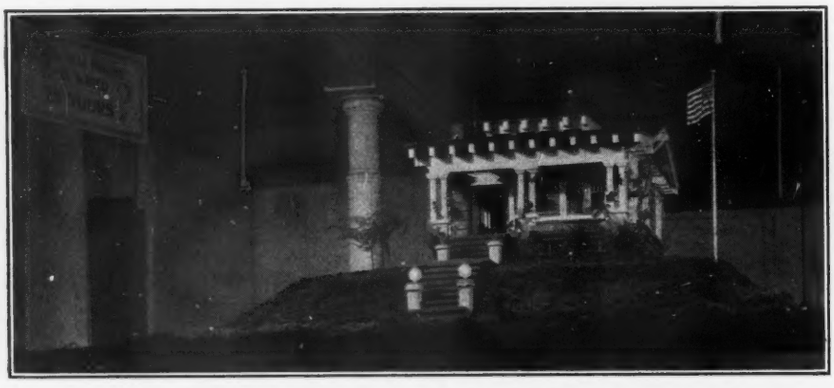
Don't keep battery in cold, damp room.

Don't allow battery jars to come in contact with each other.

Don't let the emf. of some cells fall below that of others.

Don't let connections get loose.

Miniature Home, Wired, Proves Drawing Card



Get a little model house in some way—it's not so hard to do, a friendly real estate dealer can probably loan you one—wire it from top to bottom, arrange it in your window somewhat in the way shown here, and you will be surprised at the interested crowds it draws. The model shown is complete, even to the terraced lawn, bits of shrubbery, flag, and, last but not least, the placard: "That house is wired. Is yours?" The model makes an attractive window display if shown all by itself—although in the picture it was on exhibition in the office of the New Orleans Railway & Light Company, W. E. Clement, sales manager.

Fixture Dealer Gets Lamp Renewals

BY FRED B. RAYMOND

One Cleveland electrical dealer who has a considerable trade in fixtures has hit upon an effective method of securing the lamp renewal business of the people whose houses he equips. With all installations of fixtures he sends to the customer a printed form containing a list of the sizes and types of lamps used with each fixture, so that when a lamp burns out, the customer simply refers to this list and is able to order exactly the lamp desired. Naturally enough, customers who make use of this list generally go back to this dealer for renewals.

Another plan used, especially in installations in the suburbs and out of town, is to send a supply of extra lamps of the various types and sizes installed with the equipment so that the customer will be provided against emergency. This dealer believes that proper lamps constitute a considerable factor in the satisfaction of his customers.

"A fixture with a burned-out lamp," he says, "'is like a pretty woman with a missing front tooth."

Revision of Code Rules on Motors and Motor Fuses

Several questions on motors and motor-fuse protection are under consideration by the electrical committee of the National Fire Protection Association in its work of preparation for the 1920 edition of the National Electrical Code.

Among the topics receiving attention are:

The general question of the size, location and installation of fuses designed for the protection of motors and their starting devices as distinguished from other fuses primarily intended to protect the main or branch feeders. It is expected that more definite and readily applicable rules can be formulated on this very important matter (N. E. Code Rule 8).

Present rules limit quite closely the use of oil-filled transformers in industrial application in buildings, and this subject is being reviewed (N. E. Code Rules 11 and 30).

A clarification of the rules on the installation of starting devices is proposed, especially as regards distinctions between direct and alternating-current apparatus and the disconnecting switches now called for with auto starters or compensators (Rules 8-c and 8-d).

It is possible that some provision can be made to permit the application of a demand factor in certain types of motor-driven equipments which will reduce in a specified manner the necessity of running supply circuits of the larger current-carrying capacity now required by a rigid interpretation of present rules.

Other questions are those of fireproof motor inclosures and grounding of motor and generator frames.

Persons having suggestions or recommendations on the Code rules covering these topics are invited to communicate with G. S. Lawler, 31 Milk Street, Boston, Mass.

Why Farm-Lighting Plants Cost Money

For the farmer who cannot see why it costs so much to make a farm-lighting plant, the accompanying tabulation will provide enlightenment. It will help dealers meet the argument that the price is out of proportion to the value of the plant. The list gives the principal items of cost that enter into the list price of a plant of well-known make.

1. Storage batteries.
2. Raw materials: Castings: iron, steel, brass, aluminum; steel: strip, sheet; forgings; copper; brass; fiber; bakelite; asbestos.
3. Finished parts: field and ignition coils; armatures; ball and roller bearings; meters; switchboards and switches; fuses; spark plugs; valves; fuel tanks; piston rings.
4. Freight and express on above.
5. Productive labor.
6. Indirect labor.
7. Supplies and tools.
8. Maintenance and depreciation of equipment.
9. Rent, light, heat, power and water.
10. Drayage and postage.
11. Engineering and experimental expenses.
12. Traveling expenses.
13. Miscellaneous factory expenses.
14. Office salaries.
15. Printed matter.
16. Commissions on trade discounts.
17. Advertising.
18. Service expenses.
19. Shipping expenses.
20. Taxes, interest, insurance and
21. Miscellaneous commercial expenses.

IDEAS FOR THE MAN WHO SELLS



Plans, Schemes and Methods to Increase Sale of Electrical Goods



Spend 1 to 2 Per Cent of Gross Business in Local Advertising

"How much shall I properly spend on local newspaper advertising?" is a question which many an electrical retailer asks himself, without being able to get the experience of merchants in other lines to check his own estimates of what constitutes a prudent advertising expenditure. Some figures presented at the New York State convention of electrical dealers, giving the ratio of advertising expenditure in other lines of retail trade, will help answer the electrical man's question:

RATIO OF ADVERTISING OUTLAY TO GROSS BUSINESS

Drug stores	1.70
Grocery stores	1.83
Dry goods stores	1.67
Jewelry stores	2.85
Shoe stores	1.65
Hardware stores	1.62
Furniture stores	1.72

Many electrical stores limit their advertising appropriations to an amount somewhere between 1 and 2 per cent of the gross business done, although one Brooklyn dealer-contractor at the convention declared that his publicity appropriation has regularly averaged 3 per cent, and he considered that the expenditure well paid for itself.

Sells "By Invitation Only"

An appliance specialty selling agency which has branches in several Ohio cities could not get enough washing machines to take care of its business owing to inability of the manufacturer to expand his plant after war restrictions were lifted.

In order not to lose good-will during this temporary shortage, the sales agency sent out with each machine delivered a handsomely printed card reading:

"Owing to the fact that we are selling the famous ——— washing machine faster than the manufacturer can produce them at this time, we are compelled to restrict our sales to those purchasers who are friends of present owners. If you have a friend who is anxious to have a ——— washer, please give her this card and she will be supplied at once; otherwise she may not be able to get one for several months."

The effect of this announcement was exactly opposite to what it had been intended. Instead of reducing the number of prospects, their number was increased. Purchasers of machines begged for extra cards for friends who wanted washers, in one case six extra cards being asked for. Naturally the women who presented the cards required no selling effort; they were already "sold" and considered it a privilege to get a machine.

Development of "Understudies"

The appointment of assistants to department heads in electrical organizations has been given attention lately. The desirability of maintaining continuous service in commercial branches in the absence of the department executive is widely recognized. It is the aim of many companies to so develop their organizations that the more or less protracted absence of the department chief will not result in either slowing down the output or sales volume or in a decline in the quality of work handled by those remaining. General recognition of the value of the "second in command" policy is evident.

"Two heads to every department" was the way it was put by Edward Graham, vice-president and general manager, Bangor (Me.) Railway & Electric Company.

One Dealer's Policy of "Suiting Customer's Taste" in Washers

This picture shows the sales floor of Hoffman & Harber, electric specialty dealers, Fort Wayne, Ind. This firm carries about seven different types of washing machines on the floor at all times. Such a diversity is necessary, they believe, because the average woman buyer has made up her mind what kind of a machine she will buy before she ever comes into the store. If she wants a vacuum cup type and finds only cylinder or dolly types, she will look elsewhere, and if the other salesman is good he will close the sale. On the other hand a variety of machines, Mr. Harber believes, entirely eliminates the necessity for any woman in Fort Wayne to shop around. The company follows the same policy to some extent on vacuum cleaners.



No woman wants to buy a washing-machine until she's seen all kinds, thinks this Fort Wayne, Ind., dealer—so he has on display about seven different types of machines. He explains and demonstrates every one of them for his customer, so she can choose the one best suited for her needs.

When You Sell It—Tie on Your Card!

Do you know the first thing a woman does with a new appliance when she gets it home? She shines it up! And in doing so she takes off any tags or pasters that may be attached to it.

That's the reason for attaching a neat little tag to electric irons, toasters or grills when you wrap them up.

You are to be congratulated!
You have bought one of the best of electric appliances.
It will add to the pleasure of your housekeeping.
Electricity always does that.
You will want more and more of its service as time goes on.
Ask SMITH'S ELECTRIC SHOP *how Electricity can help you further.*

A message like this printed on your delivery tags will serve as a reminder and will stimulate sales in other appliances

Have a simple little message printed on the tag, congratulating the purchaser on having added such a useful electric appliance to her home equipment. Tell her you want it to give her the utmost service; that if it fails in any particular you want to know about it and make it right. And that you sell other electric goods, and that the place to come to find out about any home electrical problem is your shop.

When she unwraps her new toaster and unties your card she will read all it has to say!

More Outlets Sought

At Worcester, Mass., according to O. R. Underhill, of the Worcester Electric Light Company, the contractors, by emphasizing the need of service outlets in kitchen and dining room in addition to the ordinary lighting outlets, are securing additional work and the central station appliance department benefits accordingly. At Portland, Me., the local central station representatives usually "close" the house-wiring contracts. Appliance salesmen are paid $100 per month and 10 per cent bonus on all appliance sales above $1,000. The average house wiring contract does not exceed $100. M. C. Osborn says that in the state of Washington extensions have frequently been made on the agreement of the householder to electrify his kitchen, thus securing sufficient additional revenue to the central station to warrant going to him. In some Western towns the local distribution system was wired before the transmission lines reached these places. Prospects did not have to pay a cent on house wiring until the first month's bill for energy was received. A month's free trial of grill and iron was given. Seventy-five per cent of the irons and twenty-five per cent of the grills stayed.

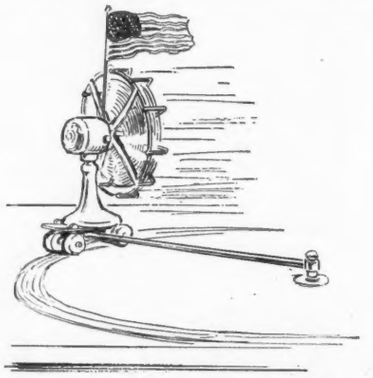
A "Sailing Fan" Sale

BY BRUCE KENNEDY

An electric fan mounted on a roller skate and driven round and round inside a certain dealer's display window helped make his recent "fan sale" week one of the most successful he ever had. The arrangement was made as follows:

A small fan was mounted on an ordinary roller skate, tethered to a central pivot by means of a radius arm. The roller skate was free to move upon a track or runway that circled the entire window. Outside the circle of the track were placed half a dozen fans pointing at an angle of about 45 deg. across the track and all in the same direction. A sail was affixed to the roller skate, bearing the legend, "Fan sale. They're going fast."

The fan, mounted upon the roller skate, was driven round and round the window by the breeze of the other fans, and kept a crowd before the window during the entire week of the sale.



This fan, mounted on a roller skate which is tethered to a central pivot, is propelled 'round and 'round by the force of its own breeze

The accompanying diagram shows an even simpler arrangement of the same idea. Here the fan on the skate is propelled by the force of its own breeze, without the aid of the sail or other fans.

Re-Pepping Vacuum Cleaners

The best sort of promotion for vacuum cleaner business is a number of machines in constant and satisfactory use in the community where they are sold. And conversely, a cleaner laid aside for some minor difficulty is a brake on the axle of more sales.

United Vacuum Cleaner Hospital

A stitch in time saves **NINE**—and a motor overhauled in time saves money, time and worry. Let us put your Vacuum Cleaner in shape for your spring House Cleaning.

We repair any make of Electric Cleaner.

Rent one of our cleaners by the day for your spring work.

Come in and ask for a free demonstration of the **MOST RELIABLE, EFFICIENT,** and **PRACTICAL** Vacuum Cleaner or Washing Machine on the market. We also carry Electric Irons, Toasters, Vibrators and other small Electrical Conveniences.

We cordially invite you to call and inspect our new home at

234 GRISWOLD STREET

(Between Grand River and Clifford)

COURTESY AND SERVICE, OUR MOTTO

DROP IN, OR CALL CHERRY 4831

24 Hour Service **Reliability**

This firm believes in keeping vacuum cleaners in running order; and in teaching electric convenience to prospects through a simple plan of daily rentals

It's good business to scout around and search out those machines which have been retired from active duty just because they squeak, or get hot, or the brush doesn't touch, or the dust bag spills. And fix 'em, and get them back into action.

Then when Mrs. Brown runs in some morning to ask Mrs. Jones to go bargain-baiting with her, she won't find her neighbor's house a chaos of broom-boosted dust particles. If she finds Mrs. Jones reading the *Home-Maker's Gazette*, and listens to some comment from the lady on how wonderfully her electric cleaner is still running—that's real propaganda for more electric cleaner business in that town!

A plan for vacuum cleaner repair business has been worked out by the United Vacuum Cleaner Hospital. This firm preaches the doctrine of the good old "stitch in time" and repairs any make of electric cleaner that comes along. In addition, the company rents cleaners by the day—thus introducing the convenience into

homes to which it is normally a stranger. This plan introduces the firm to the livest sort of prospects. Other electric appliances are also sold, and store demonstrations form a part of the selling plan.

An Advertisement as Good as One Call

M. C. Osborn, formerly head of the commercial department, Washington Water Power Company, Spokane, says: "We have from time to time made careful inquiries as to the number of cases where our salesmen find that our advertisements have been read.

"In their calls upon the public, it develops that in about 50 per cent of the places visited the advertisements have been noted. Assume now that we have ten solicitors who average 300 calls per month each, or a total of 3000 calls, at an expense of 50 cents per call. In half of these cases, the receptive mood which has been induced by the advertising, therefore, means a saving of 1500 calls, representing a value of $750 in time saved the salesmen."

Don't Sell Farm-Light Plants Too Far Off

"Don't bite off too much territory when you start into the farm-lighting business nor sell plants too far away from headquarters for good servicing," counsels C. J. Litscher, president of the Litscher Electric Company, of Grand Rapids, Mich. Indeed, the farm-lighting agent should not attempt to sell plants outside an area which cannot be reached by thirty minutes' driving in case of a trouble call.

There is usually plenty of opportunity for selling farm plants near at hand, and although distant fields always look greener, there are enough farms within a 10-mile radius, insists Mr. Litscher, to keep any enterprising agent busy as a hen with chicks, handling those near by.

Many agents insist on taking a whole county or several counties for their territory, with the result that they never properly cover their field. Distant farm-lighting jobs are secured "in spots" here and there, but good business is left unattended to nearer at hand and then when the distant jobs need attention, the agent is handicapped by the time taken to get out to the plant and the customer becomes discouraged or disgusted. The agent who is attempting to cover a whole county has set for himself the task of canvassing several thousand prospects, where he might better concentrate on a few hundred.

When 5 Per Cent Discount Is Better than "40 Off"

The percentage of discount a dealer gets on a given line means nothing, unless the rate of turnover at which he is able to move the stock is taken into consideration, said William L. Goodwin in his address before the New York State Association of Electrical Contractors and Dealers in June.

For example, a line on which the discount is 40 per cent will, if turned only once a year, earn just 40 per cent gross. On the other hand, a fast-moving line carrying only 5 per cent discount, but turning twelve times a year, will bring the dealer 60 per cent gross.

A fair percentage of overhead cost for the electrical retailer is 30 per cent on selling price, said Mr. Goodwin. If the dealer aims to make a gross of 42 per cent on selling price, he will average a net profit of 12 per cent on each sale. Assuming that he achieves a turnover of six times a year, or once every sixty days, he will be netting actually 72 per cent on his invested capital in that line, for the year!

Following the same discussion, one contractor-dealer presented figures to show that the average overhead of a fair-sized electrical contracting business will run 15 per cent, that of a combination contractor-and-dealer business 20 per cent, while the overhead of an electrical retail store averages from 27 to 30 per cent.

Conferences Worth Their Expense

On some electrical properties and in some large electrical mercantile organizations, there has been found considerable difficulty in "rounding up" the staff for conferences. Where the program permits full discussion of points of interest, the cost and time required for these meetings are deemed well worth while.



"Wireless" Fan as Window Attraction

BY V. H. TODD

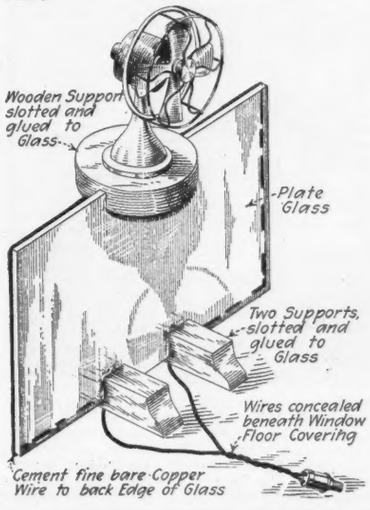
A SIMPLE electric-fan advertising "stunt," very attractive as a window display, is formed by running a small fan (preferably of the oscillating type) on the top edge of a piece of plate glass, apparently without any connecting wires or source of supply.

As shown in the illustration, a piece of heavy plate glass about 2 ft. square is mounted edgewise on two wooden supports and an ordinary electric fan mounted on a slotted wooden base, on the top edge of the glass. This, set in a display window, will usually draw a crowd of curiosity seekers, whose attention is attracted to the fan, running without any apparent cause. Practically everyone knows that glass is a non-conductor of electricity, while many of the "would-be" electricians attribute the phenomenon to "wireless" or "ironization." It is interesting and amusing to overhear the various explanations.

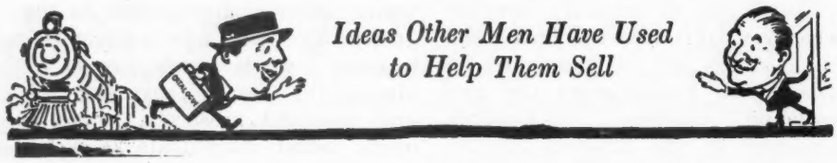
This "stunt" is arranged very easily. A 20-watt fan consumes less than 0.2 amp., which is easily carried by a No. 36 bare copper wire under these conditions. This fine wire is cemented to the back edges of the plate glass, and cannot be detected except by a close, minute examination, as there is a distinct line at the edge of the glass and the deep green color of the glass edge completely camouflages the wire.

The two wires, run down opposite sides of the glass, are connected to the bottom of the motor by drilling fine holes through the stand, and are connected to the supply leads at the base by running the leads under an ornamental paper or cloth covering in the window floor.

The attractive value may be heightened by connecting a 5 or 10-watt lamp to the top of the motor, and putting a "flasher" somewhere back in the line, which will stop and start the motor and lamp at intervals.



THE JOBBER'S SALESMAN



Ideas Other Men Have Used to Help Them Sell

California Co-operative Campaign Will Add Jobber's Salesmen's Auxiliary

A jobber's salesmen's auxiliary, to encourage California electrical dealers to use and send in appliance sales reports, and to assist in such other work as may be delegated to them, will soon be organized, if the plans of the advisory committee of the California Electrical Co-operative Campaign mature.

This auxiliary will be composed of traveling representatives selected from the organizations of contributing jobbers and manufacturers. With the consent of their principals, they will, in addition to their regular duties, give some special attention to the work of the campaign.

The salesmen's auxiliary will be a fully organized body with a chairman, three vice-chairmen, and a secretary, reporting and responsible to the advisory committee. A salesman may be appointed to membership in the auxiliary by a two-thirds vote of the advisory committee, the written approval of his principal having been first obtained. L. H. Newbert is chairman of the advisory committee.

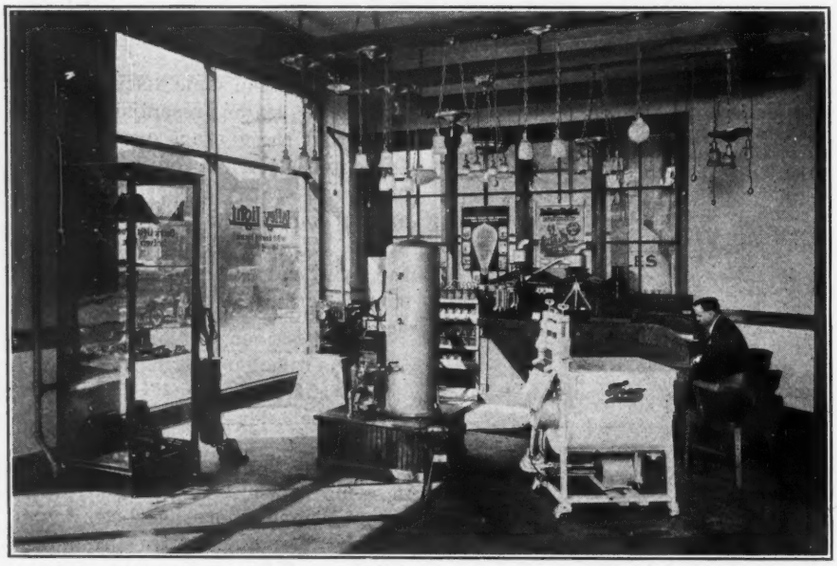
Get Your Contractor Customers to Join Local Associations

"The jobber and the jobber's salesmen make the very best possible recruiting agents for any contractor-dealer association, thereby benefiting both their contractor-dealer customers and themselves," said William L. Goodwin at the Saratoga convention in June.

"In eighteen years in the jobbing business on the Pacific Coast," declared Goodwin, "I never took a single new dealer on my books without first seeing that he applied for membership in the contractor-dealer's association. It was our experience on the Coast that the contractor who was not a good enough business man to recognize the benefit to him of membership in his own trade association, invariably proved to be a poor credit risk.

"Any jobber can refuse the business of any contractor because he considers the applicant an undesirable credit risk. There is no clause in the Clayton or Sherman laws which can make any jobber take on any business which he considers questionable or unprofitable, and if the jobbers and jobbers' salesmen would insist that each new applicant for a line of credit should first show his sincerity by becoming a member of his trade association, the educational work of the association would be strengthened in a way bound to benefit wholesalers and retailers."

Display Farm Electrical Conveniences Along with Farm Lighting Sets



Some farm-lighting dealers are content with setting up a mere farm-lighting outfit in their showrooms and depending on this set to sell "the electrical idea" to their farmer prospects. But the Waterhouse Company of Seattle, Wash., does not stop simply with the power plant. It goes several steps further and stages its display to demonstrate to the farmer all the conveniences of electric farm power, including water pumping, laborless washing, and backachless sweeping. The larger devices that accomplish this work are all set up in the store, as shown, ready to run—while in the showcase at the left is a complete assortment of electric table conveniences.

It's a Great Life, If You Don't Weaken

The following letter received by an electrical jobber's credit man, tells its own story of the strenuous existence led by one electrical contractor-dealer in the West, who has taken on a few side lines to "swell his volume of business":

NEW LYRIC THEATER

MR. J. HAGEMAN,
Credit Manager, W. E.,
St. Louis, Missouri.

DEAR SIR:

Replying hurriedly to your note regarding amounts due the firm, will say that I am aware of same, but I think there is some mistake in the books, but I cannot be sure until I check over my invoices. I am snowed under with work and have not had time to go over them. I also carry the undertaking business here, and I have been rushed day and night. I also operate above show and I have been so busy and worn out at nights that I neglected to take care of my film business, as I have a helper and he has bawled up my bookings. I also have the Photo Studio, and I have three weeks' work of pictures laying unfinished. I am also the Republican nominee for Supervisor of this Township on the County Board, and with these many, many things to put my mind on and all different I beg you to give me a little time to check over carefully my bills and then remit you. I am also carrying the exclusive Electrical Business here and have charge of the local public service company. Business is good in every line I have, as our coal mines are running steady. I shall give your letter my personal attention within the next few days.

I buried two bodies yesterday, one for to-day, and one for to-morrow. This business requires all my attention.

Thanking you in advance, I am,
Yours very truly,
A. NORVILLE RUSH.

How a Jobber Demonstrates and Advertises for His Dealers

J. G. Johannesen, general manager of the Southern Electric Company, Baltimore, Md., believes that the soundest basis for a prosperous wholesale electrical business is a clientele of successful electrical retailers. Mr. Johannesen, moreover, recognizes an obligation on the part of the jobber not only to sell the right kind of merchandise, with prompt deliveries, to his contractor-dealer customers, but to help the retailer resell that merchandise to the public in a way that establishes the retailer firmly in the good graces of his purchasers.



A Baltimore jobber is running this series of electric washer advertisements in local newspapers to stimulate the sale of washing machines by his dealers, whose names and addresses appear at the bottom of each ad.

Coupling action with ideas and ideals, this Baltimore jobber has set out on a policy of practical help for the local electrical trade in the form of newspaper advertising and store demonstrations. One of the first appliances selected to specialize upon was the electric washing machine. Advertisements were run in the Baltimore papers pointing out how the electric washers lighten the labor of the home. These ads were signed with the names of all the Baltimore dealers handling the washer advertised—the Thor—and at the bottom of the ad appeared the name of the Southern Electric Company as the distributing jobber.

WOMAN DEMONSTRATOR SENT FROM STORE TO STORE

Coincidently with the newspaper advertising, practical demonstrations of the electric washer at work were held, for a week at a time, in one dealer's store after another. An experienced woman demonstrator, Mrs. Livermore, was employed, and sent around to the dealers' stores in succession to explain to women visitors the actual operation of the washer and to answer the questionings of the feminine mind, as only a woman can answer them. Announcement of the address at which the washing machine demonstration was being held that week appeared in each advertisement, so that the prospective customer who had become interested to the point of wanting to see the machine work might be able to go and inspect it for herself.

But the co-operation of the demonstrator lady did not end with the demonstration and sale of washers only. She had instructions from Mr. Johannesen to demonstrate and help sell *any* appliance or device in the dealer's store in which it appeared that a customer might be interested, without respect to whether the device was part of a line handled by the jobber who paid the demonstrator's salary. Mr. Johannesen's underlying purpose in furnishing the demonstrator was, of course, to instruct the dealer in selling goods, and thus to insure the dealer's business stability, and so the demonstrator worked impartially and earnestly at demonstrating any appliance—washer, vacuum cleaner, dish washer, ironer, percolator, toaster or what not—in which the customer displayed any interest.

JOBBER'S PURPOSE TO INSTRUCT TRADE

The broad-minded purpose of the jobber was to instruct his trade in appliance selling and to win for them a satisfied clientele of customers, rather than merely to push the sale of any single line of devices.

A similar program of co-operative advertising by the jobber on behalf of his contractor-dealer customers is now being carried on during the fan season. Ads have appeared in the local papers announcing a popular type of fan, and giving a list of dealers at whose stores the fans can be purchased. Here again the jobber pays the advertising bills, deriving his compensation from the business established for his customers.

Never Despair

He who despairs scuttles his own ship. He bores holes in the bottom and lets in the bitter waters of the seas of despondency to sink and destroy him. What if things do go against you, and the battle of life seems to be all but lost; keep up the fight! Only when you are hardest pressed does the best that is in you develop. Men go down fighting, doing their level best as long as there is a breath in them, or the power to lift hand or voice; and the world honors them for that sign of sublimity; but—mark this well—the man who is so filled with determination that there is no room for despair, generally does not go down at all. He is the winner of all the battles in which he engages.

This Jobber Boosts His Customers' Business and His Own, Too



Show Window, Counter, Mail Advertising and Specialty

DEALER HELPS

What the Manufacturer Offers to Help You Get More Trade

Asks That Wall and Floor Outlets be Shown in All Socket-Appliance Advertising

The commercial section of the National Electric Light Association has begun an active campaign to show all advertisers of electrical goods the value of popularlizing floor and wall receptacles. As a practical method of working out this idea all manufacturers of socket appliances are being asked to see that all their illustrated advertising to the trade and to the general public depicts their product directly connected to a wall or floor receptacle. Present practice in illustrating many of these is to show the cord either cut off or coiled up with the plug lying unconnected.

In pointing out some of the advantages of the plan John G. Learned, chairman of the Commercial Section says: "The popularization of extra outlets benefits every branch of the industry. Manufacturers of receptacles, plugs, switches, wire, conduit and all wiring supplies will benefit by direct sales. Manufacturers of appliances will benefit by effecting the removal of one of the obstacles to appliance sales, namely, inadequate outlet facilities. Contractor-dealers will secure more work. Central stations will gain to the extent of the additional revenue which an additional outlet brings. And the public will gain in convenience and service."

Those electrical manufacturers who have already been approached on this subject have visualized its possibilities and are already taking steps to get their advertising changed to incorporate this outlet idea.

We're in for a Hot Summer—to the Fan Seller's Profit

An open winter, with little snow or ice, usually precedes a long hot summer, because the earth and water were not sufficiently cooled to offset the piercing rays of the sun.

Fan manufacturers and dealers should know this, and accordingly expect huge sales of electric fans this year. That the general public may know what is in store for them, it is suggested that dealers on the hottest days hang out signs telling passers-by that there's no use hoping for a change, that they might as well buy fans now, before they "melt."

In anticipation of the demand, C. E. Stephens of the Westinghouse Electric & Manufacturing Company, New York City office, is sending out self-addressed post cards to dealers who may wish to have the company's representative call and explain its various types of fans and discounts.

Sales Plan for Electric Washer

Seven effective selling helps for dealers handling the Crystal electric washer are outlined and forcefully illustrated in an attractive new booklet, being distributed by the Crystal Washing Machine Company, Detroit, Mich.

Every channel through which business can come to the dealer has been considered for this Crystal sales plan, and the material furnished dealers without cost is as follows:

1. A striking window display, the features of which are a life-size "cut-out" of a girl to be pasted on the window. The girl is pinning on a clothesline the Crystal banner. A clothes basket full of clean clothes and the Crystal washer make up the rest of the display.
2. Series of newspaper advertisements.
3. Window cards.
4. Moving picture slides.
5. Instructions on maintenance of mailing list, together with two sales letters and outline of direct-by-mail campaign.
6. Literature for distribution in store.
7. An unusually attractive demonstration book for distribution, giving a complete pictorial demonstration of the mechanical features of the Crystal washer and enabling the salesman in his absence to talk to the housewife at her home almost as effectively as if he were present.

Labels and Boxes that Make Merchandising Automatic

A new and powerful selling force has been placed at the disposal of the electrical dealer who handles General Electric Company products in the form of a remarkable series of box labels, designed to cover every G-E device on the market. This, in a nutshell, is the plan which, the company believes, will inevitably mark a new era in the merchandising of electrical conveniences:

Electrical conveniences have hitherto been packed in uninteresting boxes whose outward appearance gave no hint as to their real value. Hereafter, says the Schenectady company, the devices will announce their uses in unmistakable terms. This will be accomplished by the uniform and attractive series of labels on the new boxes.

Every label carries a picture, splendidly executed in shades of blue and orange, the production of artists who are masters of this type of illustration. Each label illustrates a single electrical convenience in actual use, and has been designed to tell a complete human-interest story. The designs are characterized by accurate line work and by a wholesome sincerity. They are neither dull nor sensational, but they are strong and charged with real advertising magnetism.

"Thus boxed," says *The G-E Advertiser*, which devotes its entire June issue to the new project, "the product becomes an automatic salesman to the waiting customer. It will not only materially increase the volume of business, but it will actually fill the place of a larger sales force. The use of these boxes will bring electrical conveniences into line with the modern system of store management. They make possible an open display so placed that customers may study intimately your stock. Arranged on your shelves and counters or in your showcases, they make a practical as well as artistic decoration.

"These labels make the strongest of window trims. Used in masses, they catch the eye, which would not notice the device itself or the ordinary label. They give distinction to every style of display and always carry a forceful message.

"The uniformity of color and style will tie together the whole G-E line in the public mind."

Helping the Dealer Use the Manufacturer's Ads

To let its dealers get the full benefit of its national popular advertising, the Hotpoint Division of the Edison Electric Appliance Company of Chicago is distributing, with its newest broadside, the display card here illustrated, with directions for sticking a Hotpoint ad on the lower edge.



The card is in red and white, 8 in. x 14 in., and represents seven women interestedly reading the advertisement pasted below. The caption, in red and black, reads: "Every housewife should be interested in this advertisement. Have you seen it? Ask us." Exact reproductions of Hotpoint ads in the national popular magazines, to be pasted on the card and displayed in the window or on the door, accompany the card.

A Book of Hints for the Range Salesman

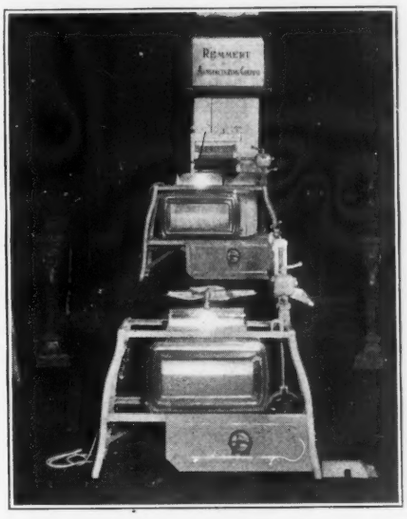
To help the dealer in his task of popularizing electric ranges, to show him how to profit not only by his own but also by the mistakes of others, is the aim of a useful little book, "Range Sales Service Manual," prepared for distribution by the Hughes Division, Edison Electric Appliance Company, Chicago.

The book is described in detail in an eight-page folder just issued by the company, which describes it as a "veritable encyclopædia of range facts from the merchandising side." Here are a few of the things the "Range Sales Service Manual" contains:

The value of newspaper advertising, with full size ads to illustrate text; proper use of form letters, with sample letters; how to make range window displays; how to dress the display room; the use of mailing folders; how to get the most out of demonstrations; how to use street car, moving picture, and other advertising to advantage; how to bring out the best talking points of the electric range; when to use the expensive booklet; and how to secure the co-operation of your entire force.

In addition, the folder also gives advance reproductions of the full-page Hughes range advertisements which are appearing in the national popular magazines.

The "Moving Light" Idea in Displaying a Washer



Moving lights are always an attention-puller—and their value is enhanced if they are shown playing on water from above, behind, or either side, with all the beautiful and striking effects thus produced. This idea was carried out in the exhibit here reproduced of the "Locomotive" washer of the Remmert Manufacturing Company, Belleville, Ill. A lamp was placed over the tub, with its light playing down on the swirling water shown through the glass front as the tub was operated back and forth. The exhibit was one of the attractions at the N. E. L. A. convention in May at Atlantic City

Colored Cards to Sell Two Way Plugs

Striking use of color is made in street-car cards and a wall hanger to advertise the Benjamin two-way plug, prepared and ready for distribution by the Benjamin Electric Manufacturing Company, Chicago. The cards are attractively and forcefully designed to illustrate the use of the plugs—one street-car card, "Heat and Light Together from One Electric Socket," showing a hostess and two friends at tea, with light and heat being produced from the one socket. Central stations wishing the street-car cards will have their names and addresses imprinted on them. "For Sale Here" is printed on the wall hangers, which may be had on application by all distributers.

"The Aristocrat of the Laundry"

"The Aristocrat of the Laundry" is the title of a four-page two-color 3½ in. x 6 in. folder illustrative and descriptive of the C-H electric iron, which is being furnished by the Cutler-Hammer Manufacturing Company of Milwaukee and New York to dealers who handle its electric irons and other electric appliances.

Cutler-Hammer irons are made in four sizes, 3, 6, 7½, and 9 lb., three of which are illustrated in the folder. The cords of all the irons are equipped with the "C-H 7050" switch, which is being advertised in the national and trade journals as well as by direct mail. Space is provided on page 4 of the folder for the dealer's imprint.

A Chart Aid for Wiremen

A large, illustrated chart, valuable for reference and describing "National" inter-connecting metal moldings, is being distributed for the benefit of wiremen by the National Metal Molding Company of Pittsburgh, Pa.

Concise directions for wiring installations are given, and the bushings to be used are illustrated, as also how they should be applied. To get its full value, the chart should be tacked up where the wiremen will see it every day, advises the maker. The company also prints separate bulletins on each of its lines, each bound in a standard correspondence folder, suitably indexed for convenient filing.

A Booklet of Reflective Smiles

Perhaps, if your ancient history has acquired rust, you fail to remember that Edison and Archimedes were fellow citizens in a country ruled by Croesus; that Mrs. Archimedes addressed her husband as "Archy," and that the latter cured the eyeache of Croesus by designing a light-reflector with prisms on its inner surface which bent light rays into two-cushion shots.

All this, and more, is told in a little booklet entitled: "The Diamond of Reflectors" now being sent out to the trade by the Holophane Glass Company. Several of the latest designs in crystal are also illustrated and briefly described.

GOSSIP OF THE TRADE



Glimpses of Electrical Men as Caught by Lens and Pencil

Lighting Fixture Men to Meet

The mid-summer meeting of the National Council of Lighting Fixture Manufacturers will be held in Cleveland, Ohio, at the Electrical League headquarters, Hotel Statler, on Aug. 5 and 6. At the same time, the executive board of the Lighting Fixture Dealers' Society of America and the Illuminating Glassware Guild will meet.

Philadelphia Fixture Dealers Elect Officers

Officers and members of the executive board of the Philadelphia Lighting Fixture Dealers Society, recently elected, are as follows: President, J. B. Kelley, Frank H. Stewart Electric Company; vice president, J. N. Monoghan, Horn & Brannen Manufacturing Company; secretary and treasurer, C. L. Sherman, Biddle Gaumer Company; Herbert Sulzer, Sulzer & Company; W. B. Smith, Reliance Gas & Electric Fixture Company, all of Philadelphia.



Frank Frueauff, you know, is the youngster of forty-one who holds more corporation jobs than any other man in the world. The last "directory of directors" lists him with 138 official positions in 200 companies in twenty-three states, with combined earnings of $85,000,000 a year. He started as a newsboy, came into electrical work as a meter reader, and has as his hobby a remarkable memory for names and faces. Besides being red-headed, he is best known, perhaps, as vice-president of H. L. Doherty & Company.

The last two named are members of the executive committee in addition to the three officers, making five in all on the executive committee.

Officers of Pittsburgh Fixture Dealers' Association

Recently elected officers of the Pittsburgh Lighting Fixture Dealers' Association are: W. L. Collins, president, Pittsburgh Gas & Electric Fixture Company; J. F. Wysseier, vice-president; F. R. Woodworth, secretary-treasurer, Incandescent Supply Company, all of Pittsburgh. M. Newland, Incandescent Supply Company, and John A. Daum, Wilson & Daum Company, with the officers, form the executive committee.

Fixture Dealers Elect New Officers in Buffalo

W. A. Hadler of the Hadler Company, is the newly elected president of the Buffalo Lighting Fixture Dealers' Club. H. I. Sackett of the H. I. Sackett Electric Company is vice-president; H. E. Pauly of the Art Lighting Fixture Studios, treasurer; C. J. Peck of the Lovejoy Electric Company, secretary. The directors are A. Banas, Roche & Banas Electric Company Inc.; J. C. Morton; Martin Hoadley, Meridian Electric Company Inc.

New York Electrical Show in September

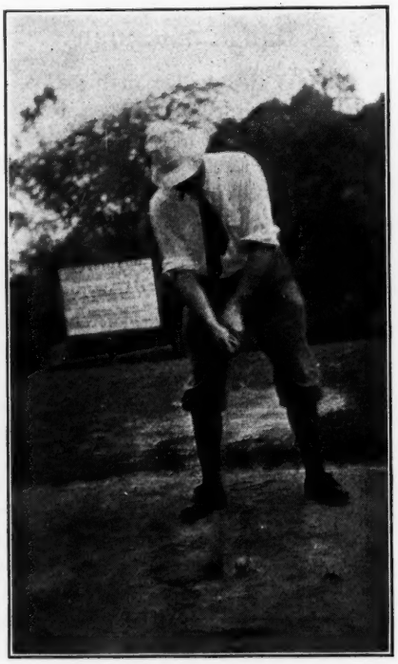
The New York Electrical Exposition and Motor Show is to be resumed this year, opening at the Grand Central Palace, New York City, on Sept. 24. This will be the first show since 1917, last year's display having been omitted because of the war.

In announcing the resumption, Arthur Williams, president of the Electric Show Company, said that while there had been some uncertainty as to the time and place of the exposition, there had never been any doubt that the first year of peace would see the exposition back again as a regular event. In fact the show plans began to take form soon after the armistice was signed.

California Contractors and Dealers Hold Santa Cruz Meeting

The California State Association of Electrical Contractors and Dealers held its third quarterly meeting at Santa Cruz June 26 to 29 inclusive. The meeting included sessions of the advisory board of the California Electrical Co-operative Campaign Committee, of the executive committee of the association, a retailers' meeting and a contractors' meeting, a motor dealers' meeting and a general get-together banquet. There was also a full program of sports and tournaments for members and guests.

The "busy day" of the convention was Saturday, when the entire forenoon was devoted to a discussion of better merchandising methods and means of improving them. In the afternoon there was discussion of sales accounting methods and also an outspoken discussion of changes and improvements needed in the present plan of selling motors which



"The blades of our green are numbered," says the sign in the background. "So, also," admitted H. E. Sanderson, Pacific Coast manager of the Bryant Electric Company, "are the clubs of my set." Which are probably two contributing causes for the precision which marks Big Sandy's inspiring swat here snapped on the Hot Springs golf course during the jobbers' convention in June.



"Oh No," you say, "that CAN'T be Handsome Charlie Crofoot?" Yet, you're wrong. It's none other than the Crouse-Hinds Chesterfield himself, and we have the second handsomest man in the electrical industry, Jack Garron, of Philadelphia, alongside him to prove it. It happened this way—Charlie plays good golf, and he never quits. At Hot Springs, during the jobbers' convention, he almost lived on the course—that is, until Wise Old Sol told him he was playing too many rounds a day and with the ultra-violets closed his eyes so he could almost see no more. It was then we snapped him as a record of what too much bright white light might do.

the average contractor follows. In this discussion representatives of the manufacturers took a prominent part.

Perhaps the most important single event of the convention was the get-together banquet, in preparation for which much talent had been called upon from among the membership to provide a full measure of entertainment for the evening. The serious part of the banquet program was the talk on "Service" by R. H. Ballard, the new president of the National Electric Light Association, who came up from Los Angeles for the special purpose of being present at this session.

N. E. L. A., Michigan Section Convention, Aug. 19

The Michigan Section of the National Electric Light Association has decided to hold its annual convention at Hotel Ottawa, Ottawa Beach, Mich., from Aug. 19 to 21. Herbert Silvester, Monroe, Mich., is secretary-treasurer of the association.

Big Opportunity Ahead for Appliance Distributors

"There are twenty-two million homes in this country and only seven million homes wired for electricity. There's some job for the electrical contractor. And there are only seven or eight hundred thousand homes—surely less than a million homes—having washing machines," said F. E. Hazard, president of the Blue Bird Appliances Company, at the Blue Bird dinner of the Alpha Electric Company, New York distributers, June 26.

"When you put washing machines in the house, you put a bomb under the greatest domestic problem, and you help to stamp out the very root of Bolshevism. I have a telegram from one of our field chiefs, who says, 'where there is no vision, the people perish.' Contractor-dealers must have vision and get into the appliance game. If they don't, the department stores and others will. Appliances will not sell themselves. They must be sold.

"We believe in the dealer and the jobber, and we are going to distribute Blue Bird washing machines through the jobber to the dealer. We are going to give the dealers help in selling our machines." G. W. Allison, assistant sales manager, and E. H. Sweeny, manager of the appliance department of the Alpha Company, also spoke. J. H. Hughes, general manager of the Alpha Company, was toastmaster.



Everybody in the Middle West knows D. L. Gaskill as the forceful secretary of the Ohio Electric Light Association, but not so many people are hep to the fact that at Greenville, where Mr. Gaskill is president and general manager of the Greenville Light & Power Company, he is also head of a leading firm of attorneys, president of a bank, trustee of a college and a public-spirited citizen whom all delight to honor. With Mr. Gaskill stands E. H. Bell, general manager lighting department, Mahoning & Shenango Railway & Light Company, Youngstown, Ohio.



R. J. Dinwoody, sales manager of the Blue Bird Electric Appliance Company, who has tackled the job of selling $18,000,000 worth of washers during the next twelve months. While selling these machines Mr. D.'s company is meanwhile bringing out a flossy new vacuum cleaner, enameled a snowy white, and classy!

Ohio Electric Light Association

The tentative program of the Ohio Electric Light Association's Convention, which is to take place at Cedar Point, Ohio, from July 15 to 18, includes these addresses and papers: "Daily Unit Data and Cost Systems," by J. M. Strike, Acme Power Company, Toledo; address by William McClellan, vice-president, Cleveland Electric Illuminating Company; "The Trend of Socialism," by F. G. R. Gordon, New York City; and address by William A. Durgin, Commonwealth Edison Company, Chicago.

THE ROBERT FINDLAY MANUFACTURING COMPANY, INC., of New York City announces that it has moved to new and larger quarters at 224 Fifth Avenue. It extends to out-of-town buyers a cordial invitation to visit its three new fixture studios.

NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

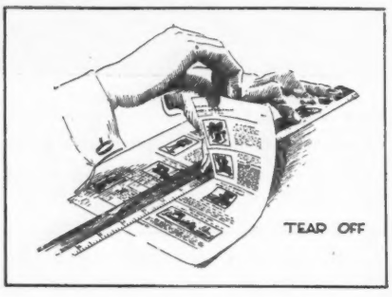
Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers Are Putting on the Market

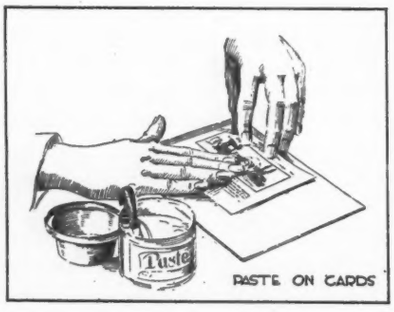
Including Many New Appliances to LIGHTEN THE LABOR OF THE HOME

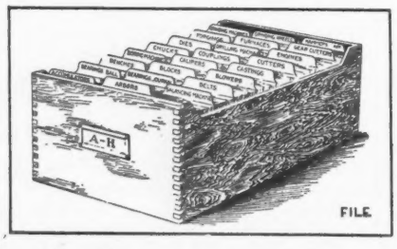
How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number ELECTRICAL MERCHANDISING has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it,* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.







This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of ELECTRICAL MERCHANDISING. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



Ammeter for Auto Lighting and Starting Systems

From *Electrical Merchandising,* July, 1919

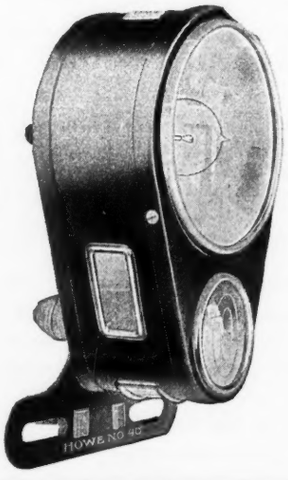
The "Universal" V. P. ammeter, which has been brought out by the Roller-Smith Company, 233 Broadway, New York City, is applicable to all makes of automobiles, all types and makes of electric lighting and starting systems and all voltage systems. With the many different cars on the market and all the different type and voltage systems with which they are equipped, there is a need for a more suitable ammeter, since the ordinary ammeter, designed for lighting circuit work, will not operate under conditions where the ammeter must be installed in the cranking circuit. The new ammeter, the maker declares, will operate satisfactorily under any condition, being particularly designed for cranking circuit use. It has a scale with a range of 30-0-30 amp. and is of the flush type with a black finish.

Combination Auto Tail Lamp and Rear-End Searchlight

From *Electrical Merchandising,* July, 1919

The safety tail lamp for automobiles which the Howe Lamp & Manufacturing Company, 115 East Ontario Street, Chicago, has recently placed on the market combines a regulation tail lamp and a rear-end searchlight. The red light is operated the same as an ordinary auto tail light and the searchlight is controlled from a separate switch located to suit the autoist's convenience. When the automobile is about to be backed up this latter button is pressed, and the searchlight projects its rays 50 ft. back of the car and from one side of the road to the other. This eliminates the danger of backing up into unseen ditches, trees, rocks, telegraph poles, etc. The owner's garage can also be illuminated without the driver leaving his seat.

Sheet steel is used in the construction of the safety tail lamp which is finished in baked-on black enamel. It is supplied with 6 to 8-volt bulbs and with connectors, etc.

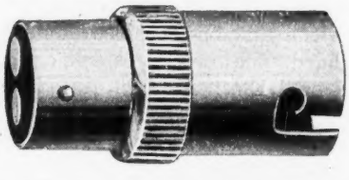


Headlight Equalizer for Ford Cars

From *Electrical Merchandising,* July, 1919

Much brighter headlights, a uniform light at all motor speeds, bright lights at low speed and protection for the lamp bulbs are some of the advantages claimed for the headlight "equalizer" made for use on Ford automobiles by the Culver-Stearns Manufacturing Company of Worcester, Mass., and Detroit, Mich. Another benefit from the use of this device is that if one lamp bulb burns out, the bulb in the other headlight remains burning.

The "equalizer" is inserted in the lamp socket of the right-hand headlight, on the outside of the lamp. It is locked into place by the knurled locking nut and the lamp plug is then inserted into the open end of the "equalizer." Only one is used on an automobile.





Waterproof Spark Plug

From *Electrical Merchandising,* July, 1919

The Rajah Auto Supply Company of Bloomfield, N. J., through its sales department, the Edward A. Cassidy Company, Madison Avenue at Fortieth Street, New York City, is marketing the "Rajah" waterproof spark plug for all unprotected motors—stationary, marine, tractor—and also for airplane engines. It is furnished in all the standard sizes except "Giant," with a regular terminal fitting any cable. Ferrule terminals, making a neater connection, will be furnished if desired.

Oil and Sootproof Spark Plugs



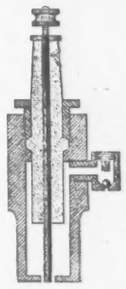
From *Electrical Merchandising*, July, 1919

Guarding against oil and soot troubles has been the aim of the Morgan Manufacturing Company, Keene, N. H., in developing its two new spark plugs. Cold-drawn steel of the highest grades is said to be used in making the body, shell and bushings of the plugs. The electrodes will not fuse or burn under intense heat since they are of heat-resisting metal. A specially prepared porcelain insulator is used and a cap serves both as a protection and a firm seat for the electroues. No pliers are needed for the terminals, which may be manipulated by the fingers.

Ventilated Spark Plug

From *Electrical Merchandising*, July, 1919

Ta prevent the porcelain from cracking due to fouling of the terminals by oil or to excessive heat and action of carbon, the Cammen Laboratories, 42 West Thirty-ninth Street, New York City, has placed on the market the "Northwind" ventilated spark plug. Ventilation is accomplished by a small check valve. On the suction stroke a little bronze ball is lifted by the outside air pressure and a stream of cool air is admitted into the inner chamber and around the central electrode. The ball lies firmly in its seat during the remainder of the cycle and prevents leakage.

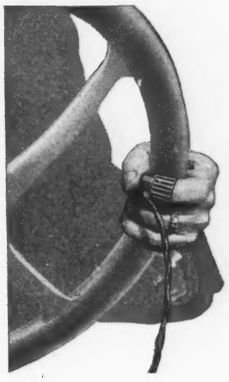


Portable Auto-Horn Button

From *Electrical Merchandising*, July, 1919

Without reaching or releasing his grip on the steering wheel the automobile driver can sound his electric horn by using the portable horn button now being marketed by the Jones-Fisher Company, 20 East Broad Street, Columbus, Ohio. It is worn on the index finger of either hand and a slight pressure between the thumb and finger is all that is necessary to sound the horn, regardless of the hand's location. The button consists of a corrugated soft rubber thimble which contains the horn button proper, and is connected to the horn circuit of the automobile by a flexible silk-covered cord of sufficient length to permit free movement of the hand in all directions.

As the thimble is corrugated it easily slips and comfortably accommodates itself to fingers of various size. The portable horn button is quickly installed on the horn circuit and does not interfere with the stationary horn button on the car.



White-Glass, Tipless Gas-Filled Lamp

From *Electrical Merchandising*, July, 1919

A white-glass lamp which is highly diffusing has been developed by the Mazda interests—that is, the Edison and National Lamp Works of the General Electric Company, at Harrison, N. J., and Cleveland, Ohio, respectively, and the Westinghouse Lamp Works, 165 Broadway, New York City. It is designated as the "Mazda C-4" and is markedly different from any other lamps in that it has no tip and the bulb diffuses the light so completely that the filament is not visible to the eye. The lamp will be furnished in the 50-watt size with the PS-20 bulb, and the dimensions will be approximately the same as in the 40-watt and 50-watt B lamp. The average life rating will be 1000 hours. A soft mellow illumination is afforded whether the lamp is concealed or exposed to the eye.

One-Piece Glass Lighting Unit

From *Electrical Merchandising*, July, 1919

Complete elimination of glare and cross-reflections, extremely small light absorption, and thorough diffusion of light into the working plane are the claims made for the "Ace," a one-piece glass lighting unit developed by the Ivanhoe-Regent Works of the General Electric Company, Cleveland, Ohio. Because of the one-piece construction practically all the openings through which dust and dirt might sift are done away with. This prevents the decrease in lighting efficiency present where fixtures have interior coats of dirt. The glassware used is unusual in that the upper surface, the outer edge and the lower bowl-like portion of the unit are covered with a white enamel fused on to the glass. As the enamel is denser on the top surface than on the unit's lower part most of the light is projected downward.



Washer with Worm and Gear Drive

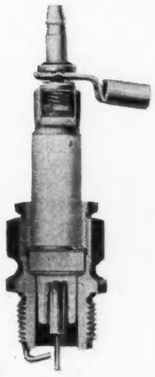
From *Electrical Merchandising*, July, 1919

The electrically operated cylinder washing machine known as model 12 which the Automatic Electric Washer Company of Newton, Iowa, has just placed on the market utilizes a compact and quiet operating worm and gear drive. A friction clutch between the motor and worm serves as a protective measure for the motor, which is operated by means of a toggle switch.

The cylinder of this washer rotates continuously in one direction, the drive being positive, simple and direct. The cylinder is constructed of wood and the tub is of galvanized iron. The machine is equipped with a ball-bearing swinging wringer which has 12-in. rolls and locks in five different positions. A folding side bench for carrying extra tubs or a basket is supplied.

The "Nelson Automatic" model 14, also recently developed by this company, has the same washing and wringing mechanism as model 12, differing only in its transmission, which is a combination of flat belt and inclosed gears.

Spark Plug With Vibration-Proof Terminal



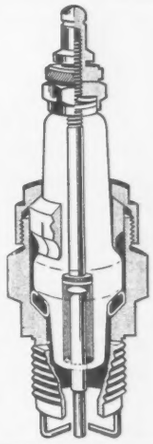
From *Electrical Merchandising*, July, 1919

Severe vibration on automobiles and auto trucks often causes faulty contacts between spark plugs and terminal clips, thereby resulting in poor ignition. To overcome this disadvantage the United Manufacturing & Distributing Company, Lake Shore Drive and Ohio Street, Chicago, has incorporated the "Lockt" terminal feature on its spark plugs for tractors, trucks and kerosene motors. A spiral spring incased above the porcelain keeps the ribbed top of the plug tight up against the ribs of the terminal clip. These ribs fit into grooves in the thumb screw, and locking, form a positive contact. No matter how great the vibration, the connection cannot be jarred loose, yet the thumb screw can be easily and quickly removed with the fingers.

Contraction and Expansion Absorbing Spark Plug

From *Electrical Merchandising*, July, 1919

Contraction and expansion are absorbed in the "Hercules" spark plugs, which the Eclipse Manufacturing Company of Indianapolis, Ind., is making, by a spring gland which slips over the porcelain beneath an outer lock nut while its lower flange rides on top of the tapered shoulder. Not only does the sliding spring action absorb contraction and expansion but it further prevents loosening, through expansion. A copper asbestos seat is used in the plug but is relieved of excessive strain through the spring action of the upper gland. The double packing system serves to hold the plug compression tight by absorbing shock or strain and maintaining perfect alignment and stability. This new style construction is procurable only in the "Hercules" giant spark plug.



Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you want to buy. **Continued on third and fourth pages following.**

British Columbia Men Strong for "Bill" Goodwin

A letter just received from W. J. Conway, secretary of the Vancouver Association of Electrical Contractors and Dealers, describes the Vancouver electrical convention of May 26 and 27 in the following language:

"The convention was W. L. Goodwin. I dare not think what it would have been without him; with him it was one long shout of victory. I wonder at it, for he is not a shouting orator; but he surely is a convincing speaker. And S. A. Chase excelled himself as an electrical story teller.

"We had a fine attendance considering the size of our city, and all of our guesses fell far short of the number that would be present at the banquet, luncheons, motor drives, and the boat trip to the power house at Lake Buntzen, where the local central station, the British Columbia Railway Company, provided a great feast.

"What were the results of the convention? Of course, our expectations were fulfilled. We got to know each other better, to see quite a little good in our competitors, and are taking added pride in ourselves but greater than these is the result that we now have a project on our hands of organizing all the electrical men of British Columbia into an electrical club, which we hope will run in association with a projected electrical engineers association, and with our own Electrical Contractors and Dealers Association.

"We had no special papers read. This convention was created solely to hear Mr. Goodwin and his plan. As a result we are great believers in the Goodwin plan and in W. L. Goodwin."



Two out of every ten of this group of five gentlemen will, according to insurance statistics, live to be 65 years of age, and will have scads of money. Who will be which, and what will happen to the others, we shall leave to your own powers at character study. Their names, gentlemen, are these: A. E. Clifford, business manager, *Electrical World* and MERCHANDISING; L. T. Milnor, Milnor Electric Company, Cincinnati; G. W. Provost, Union Electric Company, Pittsburgh; W. I. Bickford, Iron City Electric Company, Pittsburgh, and T. C. Ringgold, Canton Electric Company.

THE HOOVER SUCTION SWEEPER COMPANY, North Canton, Ohio, has broken ground for a new plant at Hamilton, Ontario, Canada. This factory will be complete from foundry to executive offices, and will provide 30,000 sq. ft. of foundry and manufacturing floor space. Thomas F. Kelly, recently sales manager of the Dayton (Ohio) Light and Power Company, returns to that city as Dominion sales manager for the Hoover Company.

THE W. B. PERRY ELECTRIC COMPANY, INC., has moved to its new offices at 194 Livingston Street, Brooklyn, N. Y., where, in addition to its contracting business, it has gone into retail merchandising.

J. LIVINGSTON & COMPANY of 104 East Forty-first Street, New York City, which has for twenty years devoted practically its entire time to high-class electrical construction and engineering, has recently entered the electrical appliance field. It has opened display rooms at the above address, in which are shown all of the most practical electrical labor-saving appliances for the household—including washing machines, electrical ranges, vacuum cleaners and electrical refrigerators.

New Jerseyites Plan Outing at Asbury Park

The annual summer outing of the New Jersey Association of Electrical Contractors and Dealers will be held at Asbury Park, N. J., on Saturday, July 26. The business meeting of the executive board will take place in the morning and the business session open to the public will start at 1.30 p. m. A large attendance is expected at the afternoon session, including representatives from manufacturers, jobbers and other branches of the electrical industry. George E. Davis is secretary of the association, which has its headquarters at 843 Broad Street, Newark.

To Sell 11,000 Washers in Year

The Elliott-Lewis Electrical Company has been selected as distributer for the Blue Bird electric clothes washer in Philadelphia and practically the full area of the Elliott-Lewis territory. The company is under contract to sell 11,000 Blue Bird washers the first year—probably the biggest single merchandising enterprise that any electrical jobber has ever undertaken. A special Elliott-Lewis Blue Bird sales staff is being organized, and dealers who wish to handle Blue Birds are advised to apply at once. The contract means sales for Elliott-Lewis of 1000 every month, 250 each week, and forty Blue Birds daily. The Blue Bird manufacturers, incidentally, have decided to manufacture 125,000 Blue Bird washers this year.

THE NATIONAL COUNCIL OF LIGHTING FIXTURE MANUFACTURERS offers a prize of $20 for the best design suitable for an emblem for the council. A combination of the letters N. C. L. F. M. may be used. Designs should be sent to Charles H. Hofrichter, secretary-treasurer of the council, 8410 Lake Avenue, Cleveland.

THE BROADWAY ELECTRICAL SHOP, contractors and dealers, of which Norman B. Zenker is proprietor, is opening a new store at 2787 Broadway, New York City.

H. F. KEEGAN, manager of the New York office of Van Dorn & Dutton Company, Cleveland, Ohio, has moved his office from 30 Church Street to Room 3019, 120 Broadway, New York City.

Answer, Baseball Fans!—Is Gloeckner Right or Wrong?

BY GEORGE H. DUFFIELD

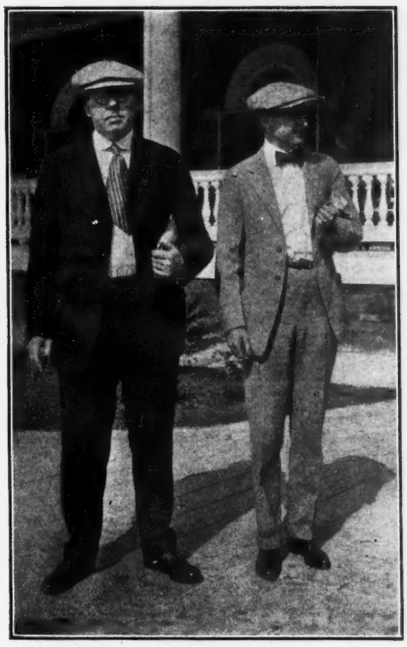
"Both runners out.

"That's my decision and I never reverse."

So spoke William Gloeckner, secretary and vice-president of the V-V Fittings Company at Hot Springs. Va., last month when he umpired a baseball game at the time of the Electrical Jobbers' Convention.

It was the Lynchburg Duskies vs. the Homestead Hotel Chocolate Drops, and some game. Bill (Gloeckner's friends affectionately call him Bill) was selected to make the decisions and we want to go on record here and now as saying he umpired a fine game. He had many hard decisions, and despite the closeness of the score, 7 to 5, he pleased both sides.

There was one play however in which Bill "muffed the pill" according to his friends, and they told him so, but Bill maintained his balance and refused to reverse. Gloeckner believes it's good form to reverse conduit fittings (that's why they call them V-V—vice-versa—see!) but he doesn't believe it's good for baseball umpires to reverse decisions.



The command was "Eyes left!" but once a beautiful girl told Starbuck Sprague, sales manager of the New England Engineering Company, something about the charm of his full countenance that makes him now look every camera straight in the eye. J. J. Spurr, general manager of the Tri-City Electric Company of Newark, N. J., remembering that one of those Virginia visions had just passed, complied complacently.



Illustrating the life of indolent ease of a wealthy Porto Rican planter—Señor Walterio H. Morton, riding abroad in the cool of the day and giving directions to his men on his grapefruit plantation near San Juan, P. R., before he came North to general-manage the National Association of Electrical Contractors and Dealers.

"That's right, you're wrong, Bill," yelled some.

"Stick to it, Bill," called others.

Bill stuck and the game broke up.

We liked Bill's umpiring, but we believe he was wrong in calling the second runner out. What do you think? It was like this:

A runner was on first. The batter hit and was thrown out at first. The other runner of course ran to second but the second baseman receiving the ball from the first baseman failed to tag the runner at second, but as he stood on the base the umpire called the runner out. "Both runners out," said he.

The exception to the ruling was made because it was pointed out that when the man running to first was thrown out, that left first base clear, and the other man running from first to second was not forced and had to be tagged. He was not tagged, as the second baseman, thinking the runner was forced, only touched second, when he had the ball, instead of tagging him.

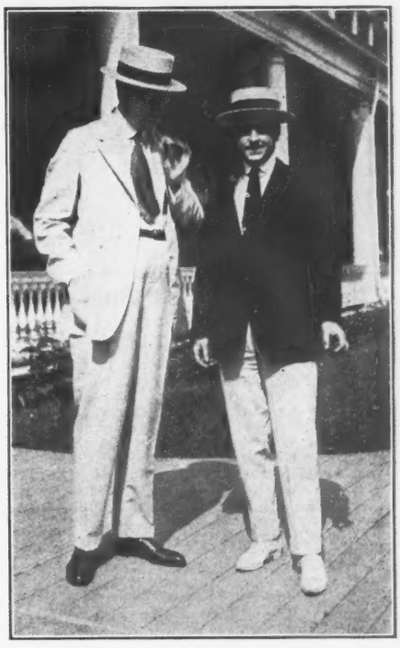
Despite this decision we will support Bill anytime for a job in the big leagues when he is tired of making millions selling V-V fittings to contractors, dealers and jobbers and keeping everybody happy in the trade. He's a regular umpire. We're with him right or wrong. The baseball game was Jack Garron's party. Who's Jack Garron? Ask Dad, he knows. Jack's star slab artist from Baltimo' was the feature. Yes, the contestants were all ebony hued, but born baseball players.

Was Bill right or wrong? Write and tell him. Just address him Philadelphia.

Illinois Association of Electrical Contractors and Dealers

At a meeting of the Illinois association at Decatur, Ill., June 20 and 21, the principal subject of discussion was ways and means for increasing the strength of the association by making it more nearly representative of the electrical contractors of the state.

Plans were laid to make the association membership profitable to even the smallest contractor, and to make every member a merchant. W. H. Morton, national secretary of the organization, was in attendance, as were also Tom J. asey, of the Hurley Machine Company, Oliver Hogue, Commonwealth Edison Company, and G. C. Breidert, of the Ilg Electric Ventilating Company, Chicago. Each of these visitors delivered an address.



The man at the left with the kindling cigar is J. Lewis Owen* himself. His prowess in jobbing has carried him far, and moved lots of stock from his shelf. George Williams† is gracefully posed at the right, with the fittings of summer replete. You can see he's not awed in the camera's sight, by the way he's adjusted his feet.

*Of E. B. Latham & Company, New York.

†New York manager Bryant Electric Company.

*†We defy Walt Mason or anybody who cribs his stuff to confine those names in verse.



Brass-Set Screw Connectors

From *Electrical Merchandising*, July, 1919

Brass-set screw connectors in two styles—one with a dividing wall and for use with standard cable and the other with wire holes extending clear through and for solid and stranded cables—are now being manufactured by the H. B. Sherman Manufacturing Company of Battle Creek, Mich. They are made from solid brass rod and the screws are heavily galvanized, making them rustproof and enabling the connectors to be used over again when removed from temporary work. The connectors are supplied with two or four screws in sizes for Nos. 12 and 14 to No. 0000 B. & S. gage stranded wire and in sizes for No. 12 to 0000 and No. 8 to 0000 B. & S. gage solid and stranded cables.

Double Adjustable Desk and Table Lamp

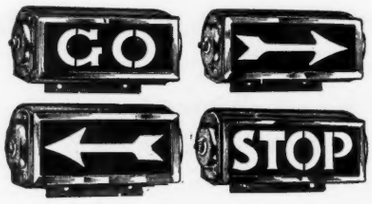
From *Electrical Merchandising*, July, 1919

A double adjustable desk and table lamp has just been put on the markte by Retherford Bros. Company, Muncie, Ind. This lamp is double adjustable in that it is equipped with a hinge joint which connects the socket with the stand, and the shade is made so that it will swivel on the socket. These lamps are about thirteen inches high, and are put out in three standard finishes, namely, statuary bronze, verde green and Pompeiian bronze, all dark, attractive and durable. They are finished like a telephone, and so will stand wear and tear.

Combined Signal and Tail Lamp for Autos

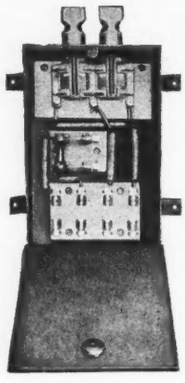
From *Electrical Merchandising*, July, 1919

A direction indicator or signal lamp and a tail lamp are combined in the "Four-in-One" auto indicator safety signal which has recently been developed by the Auto Indicator Company, 209 Ottawa Avenue, N. W., Grand Rapids, Mich. The housing of the indicator, which is placed on the rear of the auto, contains a revolving reel with four sides. One side contains the word "Go," another "Stop," the third an arrow pointing to the right and the fourth side an arrow pointing to the left. When the car is in normal operation the indicator is in neutral position showing the word "Go," but when the brake is applied the word "Stop" automatically appears until the break is released. By manipulating a small lever placed by his side the driver can make either of the arrows appear,



indicating the direction in which he intends to go. On closed cars where hand signaling is not possible this is a great convenience.

The indicator is placed over the number plate of the car, and as the neutral position of the indicator shows the word "Go" in red at right, it acts as a tail lamp. On any change in direction the signal "Stop" is flashed in white light so that the change is easily noticeable to the drivers of automobiles in the rear.



Lighting Plug Box

From *Electrical Merchandising*, July, 1919

The lighting plugging boxes now being manufactured by the Leonard Electric Manufacturing Company, Cleveland, Ohio, are arranged to be placed in convenient places in shops or rooms for connecting portable lights. They are designed to withstand long and rough usage. The boxes contain mountings for four fuses, a switch, contacts for the plug and the necessary wiring connections. Drilling is provided for either loom or conduit as desired. The boxes are rated at 15 amp. and 110 volts.

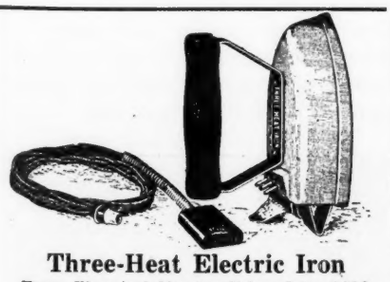


Electric Fireplace Log

From *Electrical Merchandising*, July, 1919

An electric "log" for fireplace use has recently been developed by Strait & Richards, Fabyan Place and Selvage Street, Newark, N. J. The log illustrated is a 20-in. style, which can be wired for operation on any current above 2000 watts. It is regularly equipped for 110 volts and is supplied fully wired and with a stand, but without a switch, since the varying conditions of installations make a standard impracticable.

The heating elements of this contrivance are arranged in such a manner that they can easily be replaced. The life of each element, the maker says, is upward of 2000 hours, continuous running.



Three-Heat Electric Iron

From *Electrical Merchandising*, July, 1919

By means of a heat-regulating plug three different heats may be obtained in the "Everhot" electric iron, which the Redtop Electric Company, 8 West Nineteenth Street, New York City, has brought out for domestic and factory use.

The iron is so constructed that when the plug is adjusted for the first or low heat an energy consumption of 125 watts is obtained. The second or medium heat uses 275 watts, while in obtaining the third or high heat 550 watts is used.

Unit-Type Interior-Illuminated Signs

From *Electrical Merchandising*, July, 1919

Frequently electric signs do not have the same advertising value in the daytime as in the night since the letters outlined in exposed lamp bulbs are not readable from any great distance, owing to their lack of contrast with the background. This disadvantage is not present in the Oplex porcelain enamel unit signs which the Flexlume Sign Company, of 1443 Niagara Street, Buffalo, N. Y., is manufacturing, since the white, glossy letters contrast well with the dark, high-finish background of porcelain enamel. As their name implies, these signs have a unit construction, that is, each letter is a separate and interchangeable part of the sign, so that the legend or words may be changed without the expense of a new sign. Durability is obtained in these signs because they are finished in porcelain enamel, which is impervious to heat, cold, moisture, grease and dirt.

Portable Color-Matching Unit for Counter Use

From *Electrical Merchandising*, July, 1919

Four portable "Trutint" units for producing an accurate color-matching light with clear gas-filled lamps have been standardized by the Nela Specialties Division, National Lamp Works of the General Electric Company, Cleveland, Ohio, and are now being manufactured for use on dry-goods counters or tables. They are more elaborate fixtures than the previous units in the line and are intended to harmonize with the appointments of high-class shops.



Heavy-Duty Deep-Bowl Reflectors

From *Electrical Merchandising*, July, 1919

For general exterior and interior illumination, heavy-duty deep-bowl reflectors are being manufactured by the Henkel & Best Company and distributed by the Federal Sign System (Electric), Lake and Desplaines Streets, Chicago. They are heavily enameled in green on the outside and white inside. The fittings are heavy and will withstand hard usage. The reflector shell is clamped between thick leather washers, in turn held between a slotted metal washer and lock nut on the outside and a flanged fitter on the inside. Substantial studs, locking the position of fitter and socket, prevent these from turning as regards the reflector. The liberal-sized lock nut prevents maltreatment of the reflector, which is thus protected from corrosion and chipping off of enamel.

Clip These for Your Card or Loose-Leaf File of New Merchandise

Flatiron with Inclosed Heating-Coil Construction

From *Electrical Merchandising*, July, 1919

The heating element in the domestic model 6-lb. electric flatiron which has been lately placed on the market by the Simplex Electric Heating Company, 85 Sidney Street, Cambridge, Mass., is the same as those used in this company's ranges and other appliances requiring intense heat. Because of its inclosed coil construction the heating element is twice the length and diameter of the ordinary forms, with a corresponding increase in strength and life. Heavy chromium wire is suspended in grooves in the upper part of the flatiron bottom by small mica blocks. Since nothing but these occasional blocks touches the coil, and as no insulation is needed between the coil and the iron bottom, the chief cause of breakdown in electric irons is removed.

The iron has a highly polished nickel-plated surface, is rated at 570 watts, and is intended for voltages from 100 to 120.





Safety Steel-Inclosed Switches

From *Electrical Merchandising*, July, 1919

Ability to withstand hard usage is one of the chief claims made for the safety switch—one which can be placed in any position—being marketed by the Leonard Electric Manufacturing Company of Cleveland, Ohio. The door of the cabinet cannot be opened without tripping the switch, therefore making it impossible to re-fuse a live switch. In addition, the switch cannot be partly closed and left in that position, because of an arrangement which causes the switch to "fly" open when it is not fully closed. This prevents insufficient contact and subsequent heating of the switch parts and eliminates arcing at the contacts on opening the circuit. The lever and toggle principle is embodied in the handle, and an easy pull will close the switch, while a slight blow suffices to open it.

Combined Electric Steam Table, Broiler, Etc.

From *Electrical Merchandising*, July, 1919

An electrically heated steam table, broiler, plate warmer, griddle and carving table have been combined in a unit just developed by the Duparquet, Huot & Moneuse Company of 108 West Twenty-second Street, New York City, for service in diet kitchens of hospitals. The copper-tinned steam table contains a meat dish and four white china vegetable jars, all fitted with tinned covers. Frying, toasting and other culinary operations may be performed on the griddle top. The broiling and toasting area of the fixture is 12 in. by 15 in. in size. The plate warmer body is constructed of polished iron with nickel-plated trimmings and has two perforated shelves and sliding doors on the front. The warmer and carving table are controlled individually by three-heat switches mounted on the front of the warmer with indicating pilot lights. The switch controlling the broiler or toaster is mounted underneath it and is arranged to supply two heats.

The steam table has an energy consumption of 2000 watts, the plate warmer one of 1500 watts, and the broiler one of 3000 watts. The total connected load of the fixture is 6½ kw. Its approximate weight is 350 lb.

Luminous Switch Indicator

From *Electrical Merchandising*, July, 1919

L. Plaut & Company, 432 East Twenty-third Street, New York City, is distributing the "Radium Glo-Ball" indicator, which may be placed on electric switch plates or wherever else its luminous glow can serve to locate objects in the dark. It is made in the form of a star, and the adhesive used to fasten it will stick fast for years, the makers say. A pendant indicator is also being marketed by this company.

Aluminum Vacuum Cleaner with Adjustable Nozzle

From *Electrical Merchandising*, July, 1919

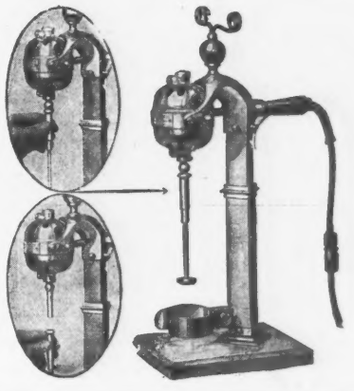
An electrically operated vacuum cleaner having a cast-aluminum body and a high-speed General Electric air-cooled universal-type motor has been announced by the Hotpoint division of the Edison Electric Appliance Company, 5660 West Taylor Street, Chicago, and is known as "Hotpoint" model V2.

A stationary-type, adjustable-bristle brush is employed and is said to brush the dirt out of the carpets without injuring them. The 13½-in. nozzle of the cleaner is adjustable, the height being changed for various lengths of nap by a conveniently placed thumb screw. A light hardwood handle is furnished and is fitted with a pistol-grip control. When not in use it remains in the vertical position. Rubber-tired wheels insure smooth and quiet running.

Electric Drink Mixer with Detachable Agitator

From *Electrical Merchandising*, July, 1919

The No. 2 model electric drink mixer marketed by the Hamilton-Beach Manufacturing Company of Racine, Wis., is equipped with a detachable agitator, which may be removed and rinsed after serving each drink. Several agitators may be used by the dispenser so that a sanitary, dry one will be available for each serving. To operate the mixer the glass of liquid is set in position and the plunger is pushed down, where it revolves until lifted. A universal electric motor is used with the mixer and operates on current of 105 to 120 volts. The mixer is available in two styles: nickel-plated with marble base and silver-plated with onyx base.



Silk and Parchment Shade Portable Lamps

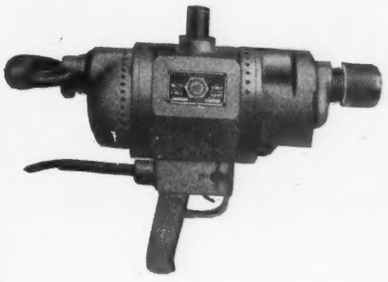
From *Electrical Merchandising*, July, 1919

Especially designed for nurseries, bedrooms, etc., "Dolly Dimple" lamps are being manufactured by Ferdinand Bing & Company, 67 Irving Place, New York. They are decorated in natural colors and can be made to match any decoration. Either silk or parchment shades can be supplied. The framework is of cast metal and forms a substantial lamp.

Wood-Boring Tool

From *Electrical Merchandising*, July, 1919

A wood-boring tool that may be used in bit braces, breast drills or pneumatically and electrically driven machines will shortly be obtainable from the W. A. Ives Manufacturing Company, Wallingford, Conn. It is especially useful in electrical work to bore holes in timber for wires and conduits.



Compact Portable Electric Drill

From *Electrical Merchandising*, July, 1919

Compactness, strength and durability are obtained in the ⅜-in. drill recently added to the line of portable electric drills made by the Black & Decker Manufacturing Company, 105 South Calvert Street, Baltimore, Md., through the attachment of the No. 1 Morse taper socket. This is in the form of a separable sleeve secured to the drill spindle by a large knurled nut. By unscrewing this nut the entire taper socket is easily removed from the spindle. The drill shank, which protrudes slightly beyond the socket's end, is freed from the latter by a slight tap. This drill has a capacity of 0 in. to ⅜ in. in steel and is said to drill a ⅜-in. hole through machine steel at a rate of 1½ in. a minute without overloading the motor. It is also stated that a pressure as high as 500 lb. has been applied without stalling the drill.

Clip These for Your Card or Loose-Leaf File of New Merchandise



Raymond Marsh, secretary of the American Washing Machine Manufacturers' Association, registers, especially for ELECTRICAL MERCHANDISING, the expression he uses when he sees folks cleaning clothes by other than mechanical means. Please, dealers, sell more washing machines. Don't make it necessary for Raymond to look this way often!

Oregon Contractors' Association, with 38 Members, Will Spend $4,800

This year the Oregon Association of Electrical Contractors and Dealers, with a membership of only thirty-eight, has arranged for a budget of $4,200 for association work. A suite of offices has been furnished in the McKay Building in Portland and a capable secretary has been employed who will devote his entire time to the work, a stenographer being added to complete the office staff. The secretary unanimously selected for this position is J. W. Oberender, who for several years has been serving as secretary of the association, devoting, however, only part of his time to association work and conducting its affairs from his own law office.

The decision has been made that this year the organization shall render service and make progress of the kind that counts. The basis of assessment on individual members in support of the association activities is as follows:

Class	Amount of Business	Monthly Dues	Number of Members
A	Less than $12,000.....	$7.50	8
B	$12,000 to $25,000....	10.00	4
C	$25,000 to $50,000....	12.50	10
D	$50,000 to $100,000...	20.00	1
E	Over $100,000.....	30.00	3

In addition there are also eight Class A and four Class C members not resident in the Portland district. They pay $40 and $60 per annum respectively. An additional revenue of $90 per month is expected from the display wall space in the association rooms to be rented to jobbers. Part of this display has already been sold.

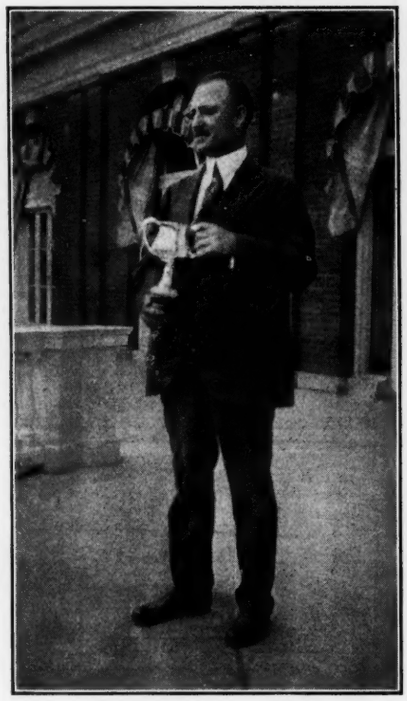
It is planned to have the secretary make a trip in the interests of the association to all towns of any size in the State at least once a year. Through his efforts and with the strong support of the membership which is anticipated, an increase to a total of fifty members is expected before the year is over.

The organization has many ideals toward which it is endeavoring to get the membership to work together. In fact, results of this teamwork are already beginning to show. An agreement has been reached with the jobbers as to who shall be considered a contractor of good standing (a $250 stock, regular place of business and a regularly kept set of books). Questions of who shall be entitled to dealers' discounts from the jobbers and what fields jobber and dealer shall enter are under consideration, as well as other matters on which co-operation and team work will count.

The association holds evening meetings preceded by a dinner twice a month.



Here are a few of the men who convened at Augusta, Me., last month, under the auspices of the advertising committee, New England Section, N. E. L. A. The big fellow right in the middle of the picture, of course, is L. D. Gibbs, chairman, advertising head of the Boston Edison Company. In the first row, left to right, are George M. Patterson, Central Maine Power Company, Augusta, Me.; O. A. Tyler, Bangor; Frank Pierce, Wetmore-Savage Company, Portland; J. G. Marland, Wetmore-Savage Company, Boston; C. F. Meigs, Central Maine Power Company, Augusta, and Roy G. Brown, Landers-Frary & Clark. Second row, left to right: H. S. Knowlton, ELECTRICAL MERCHANDISING; O. R. Underhill, Worcester Electric Light Company; Edward Graham, general manager, Bangor Railway & Electric Company; Fred H. Libby, same company; L. D. Gibbs; M. R. Griffeth, publicity manager, Boston office, General Electric Company; M. E. McCormick, recently assistant manager, New Brunswick Power Company; M. C. Osborn, electric range expert, Landers-Frary & Clark; R. E. Holden, Cumberland County Power & Light Company, Portland.



Here's one of the latest types of golf cups, as displayed by President George W. Johnston of the Mid-West Electric Company, Omaha, Neb. Mr. Johnston won this pride of the mantelpiece at the 1919 jobbers' convention at Hot Springs, Va. The utensil has a capacity of three golf balls, dry measure; or one high-ball, liquid measure, including seltzer and ice.

WILLARD HALL, for fourteen years with the Westinghouse company, recently joined the Western Electric Company as a member of the general power apparatus department at 195 Broadway, New York City. He will be responsible for the exploitation and sale of the following motor-driven household appliances throughout the country: washing machines, sewing machines, ironing machines, vacuum cleaners, dish washers, iceless refrigerators and fans.

